

# Air Conditioning & Refrigeration News

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## Financing Plan On Replacement Business Sought

**Service Men Tell What  
Manufacturers Can  
Do For Them**

By Phil B. Redeker & Robert M. Price  
OMAHA, Neb.—What the service man thinks the manufacturer could do to make life better and business more profitable for the service man was audibly set forth by members of Missouri Valley Chapter No. 1 of the Refrigeration Service Engineers Society at one of its regular semi-monthly meetings, held here early this month.

Correspondents for AIR CONDITIONING & REFRIGERATION NEWS present at the meeting requested the members to voice their ideas, opinions, and suggestions as to what the manufacturers might do to help them do a better job, at a greater profit.

First matter to come up was that of the sale of replacement parts, units, and systems by the service man.

Main barrier to the average service man doing a job in the matter of selling replacements is that he hasn't any means to finance such installations.

"If the manufacturers want us to sell replacement units and systems," declared one of the men present, "they'll have to give us a complete financing plan, and teach us how to use it. If the established service engineer could get financing, practically every one of them would do a job in selling equipment for replacement."

"As it stands now, it is practically impossible for us to compete for such jobs with others who have financing facilities."

While there is some possibility of the service man replacing some such major part of the system, outside of

(Concluded on Page 16, Column 3)

## Trade Agreements Aid Refrigerator Exports

By George F. Taubeneck

WASHINGTON, D. C.—On electric household refrigerators, which were exported to the amount of nearly \$11,000,000 in 1938, more favorable duty or quota treatment has been obtained in four trade agreements with foreign nations, and existing rates of duty have been bound against increase in seven other such agreements, according to H. C. MacLean, chief of the trade agreements unit, Department of Commerce.

In the case of the most recent trade agreement, the one with the United Kingdom, the duty on electric refrigerators was reduced from 20% to 15%—three-fourths of the previous rate.

On electric motors and controls, exports of which reached nearly \$9,000,000 in 1938, duty reductions were obtained in three agreements, and existing rates were bound in four more. The French agreement re-

(Concluded on Page 2, Column 5)

## Who's Who on an Air-Conditioning Job?

MILWAUKEE—Whether a workman on an air-conditioning system should be a steamfitter or a plumber formed the basis of a recent labor dispute before the common council here.

The question arose during an attempt to revise the Milwaukee water department rules, which have been in effect since 1872, when air conditioning was unknown.

According to Henry F. Bohman, superintendent of the Milwaukee

(Concluded on Page 20, Column 4)

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## Leaves G-E



J. J. ("Joe") Donovan has resigned as manager of the air-conditioning department of the General Electric Co. No successor has been appointed as yet.

## Crosley Car Will Be Introduced Friday

INDIANAPOLIS—Powel Crosley, Jr., will put his new low-priced automobile through its paces on the Indianapolis Speedway here Friday, April 28, before 200 Crosley refrigerator and radio distributors.

Advance notice from famed press agent Steve Hannagan declares that the new car is "smaller, lighter, more economical, at a new price lower than ever before."

## An Alley Cat Holds Up An \$11,000,000 Job

LOS ANGELES—Workmen sealed up the air-conditioning system in Los Angeles' new \$11,000,000 Union Station three days behind schedule.

The reason: Angelina, an alley cat, chose a recess in the main vent in which to become a mother, and didn't emerge with her three offspring until the carefully-laid schedule had been completely upset.

## Democracy De Luxe



Typifying the most important activity that goes on down in Washington is this snapshot taken by the editor in the interior of the Department of Labor. The word "argument" will draw a crowd faster in Washington than the word "fire" will anywhere else. Note luxurious surroundings—all air conditioned—which house Madame Perkins and her crew.

## Parts Makers Association Now Known as Rema

### Refrigeration Equipment Manufacturers Plan 1940 Exhibition

FRENCH LICK, Ind.—Refrigeration Equipment Manufacturers Association (Rema) is the new name for the organization which has been known as the Refrigeration Supplies & Parts Manufacturers Association. This name change was decided upon at the spring meeting of the group held here April 21.

In addition to the change of name several amendments were made in the by-laws. Prominent among these is a shift in the arrangements for the membership meetings of the organization. Hereafter the official

(Concluded on Page 2, Column 1)

## Takes Charge



Herman Lehman, who leaves the management of the St. Louis Frigidaire branch to become head of Frigidaire's commercial refrigeration and summer air-conditioning department.

## Wilmington, Del., Dealers Fight Bill That Puts Air-Conditioning Work in Plumber's Hands

WILMINGTON, Del.—Charging that it would give the monopoly for air-conditioning and oil burner installations to plumbers, air-conditioning dealers in this city are up in arms against a proposed bill, now in the State Legislature, which would permit the Levy Court of New Castle county to set the terms and conditions of such installations.

The dealers allege that this bill would restrict the installation and servicing of air-conditioning equipment, as well as oil burners, to master plumbers and persons engaged in the plumbing business.

Passage of the bill, they claim, would cause chaos and confusion and would mean unemployment of several hundred men and create a monopoly among master plumbers only.

The protest was in the form of a petition, explaining that the bill classifies oil burners and air conditioning in the field of plumbing and

sanitary work associated with water and sewer systems.

"Oil burners and air conditioning have no connection with these," the air-conditioning dealers claimed. "There is no basic connection with plumbing, either from a manufacturing, selling, installation, or service operation.

"Oil burner and air-conditioning equipment has been pioneered, sold, installed, and serviced from its inception by specialty organizations. The plumbing industry generally has never accepted these items, except as an incidental to a particular job they may have bid on."

The petition held that the oil burner and air-conditioning clause in the measure "obviously has no connection with the purpose and intent of the bill, which is intended for sanitary protection, which work is within the province of the master plumber. Certainly a fair analysis of the situation will prove conclusively that the bill in its present form is definitely detrimental to the interests of established business, to the labor it employs, and to the people who buy oil burners and air-conditioning equipment."

The petition declares the proper engineering, installation, and servicing of air-conditioning equipment and oil heating and ventilating are far in advance of the training of the average master plumber.

"Oil burners and air-conditioning equipment are entirely controlled by intricate electric controls," the petition

(Concluded on Page 20, Column 2)

## Appliance Salesmen Profit By 'Taking a Chance' In Promotion of California Association

SAN FRANCISCO—Gambling may be a sin, but nevertheless San Francisco refrigerator salesmen are being urged to "take a chance" in the 1939 Electric Refrigeration Campaign being sponsored by the local unit of the Electric Appliance Society of Northern California.

Salesmen are given "chance" cards on the following basis: one card for each sale of an article priced at \$150 or less; two tickets for each sale of an article priced from \$150 to \$250; three cards for each sale of a unit priced at \$251 to \$350; and four chances for each sale of a refrigerator at \$351 or more.

Three weekly prize drawings are scheduled to stimulate interest during the campaign and to prepare salesmen for the grand "Sweepstakes" drawing at the contest's close.

Prizes in each weekly drawing total \$60, being divided as follows: first prize, \$15; next two prizes, \$10 each; next five prizes, \$5 each. Sweep-

## Delco-Frigidaire To Split; Stress 'Package' Units

### Separate Divisions Will Sell Cooling, Heating Equipment

By George F. Taubeneck

DETROIT—In order to sell more air-conditioning equipment, General Motors has decided to split up its Delco-Frigidaire division, according to authoritative sources here. The heating business will go back to the Delco division at Rochester, N. Y.; while the summer air-conditioning business will go back to Frigidaire at Dayton.

Thus General Motors joins the vanguard of the movement to put cooling equipment in the hands of people who understand it and can sell it. Moreover, the entire facilities of this organization will be turned toward the production and distribution of "package" air-conditioning equipment. "Put more installation into the product" will be the watchword.

Herman F. Lehman will leave his position as Frigidaire branch manager at St. Louis to head the new set-up at Dayton. He will be replaced in St. Louis by H. J. Walker, Jr. of Frigidaire's public utilities division, who was at one time Detroit branch manager.

Mr. Lehman, who was Frigidaire commercial sales manager before going to St. Louis, will have entire charge of Frigidaire's commercial and summer air-conditioning sales.

In the wake of this reorganization, J. J. Nance, Earl Doty, and Roy Smithson have all resigned. Mr. Smithson, who was Frigidaire's commercial sales manager, will now assume full charge of the G. A.

(Concluded on Page 2, Column 4)

## Vogel Quits G-E Radio To Join Farnsworth

FT. WAYNE, Ind.—Ernest H. Vogel, manager of the radio sales division of General Electric Co., has resigned to become vice president of Farnsworth Television & Radio Corp. here.

Mr. Vogel first joined G-E as radio sales manager in 1936, previously having been with Radio Corp. of America for six years in advertising, sales, and merchandising departments.

Perry F. Hadlock, who has been with G-E for 11 years, succeeds Mr. Vogel as manager of the radio sales division.

## Who's Who on an Air-Conditioning Job?

MILWAUKEE—Whether a workman on an air-conditioning system should be a steamfitter or a plumber formed the basis of a recent labor dispute before the common council here.

The question arose during an attempt to revise the Milwaukee water department rules, which have been in effect since 1872, when air conditioning was unknown.

According to Henry F. Bohman, superintendent of the Milwaukee

(Concluded on Page 20, Column 4)

## Parts Makers Discuss Future Trends At Spring Meeting

(Concluded from Page 1, Column 3) annual meeting will be held in the spring, with a short mid-winter meeting during the exhibition week, in place of the former formal business meeting during the show with a spring meeting later in the year.

The opening address by H. V. Higley, president, Ansul Chemical Co., on "Considerations a Manufacturer Must Face in Classifying His Trades on Functional Lines," provided material for the further development of several phases of this subject at future meetings.

Discussion of the subject, under the leadership of A. B. Schellenberg, president, Alco Valve Co., ran far beyond the time scheduled. This made it necessary for Program Chairman E. A. Vallee, who presided at the forenoon session, to close the discussion long before the members were ready to turn to the next address, "Squaring One's Sales Policies With What One Hears from the Field," by W. C. Allen, vice president, Modern Equipment Co.

### 'OVERTIME' DISCUSSIONS

Between the contributions offered by G. E. Graff, vice president, Ranco, Inc., who led the discussion of this subject, and the points made by Mr. Allen in his remarks, it was again necessary for the chairman to close the discussion before the members were ready to do so.

Speaking on "Future Trends of the Market for Refrigeration Parts and Supplies," K. M. Newcum, secretary, Superior Valve & Fittings Co., presented a subject that again made it necessary to continue the session a full hour beyond the scheduled period before the discussion subsided sufficiently to recess for lunch.

Discussion leader H. E. Rieckelman, vice president, Fedders Mfg. Co., himself a veteran in the refrigeration equipment industry, paid Mr. Newcum the compliment of saying that this was the greatest contribu-

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## They Are Stabilizing the Refrigeration Parts Business



Members of the Refrigeration Equipment Manufacturers Association assemble on the steps of the French Lick Springs hotel. Top row: H. T. Hulett, General Electric; H. E. Rieckelman, Fedders; N. B. Ronning, General Electric; W. C. Allen, Modern Equipment; F. J. Hood, Ansul Chemical; F. J. Riggan, Jr., Mueller Brass.

Second row: C. V. Gary, Henry Valve; E. J. Tweed, Dole; F. K. Smith, Tecumseh; David H. Daskal, Perfection Parts; J. A. Strahan, Kerotest; R. M. McClure, secretary of the association; A. J. Meyer, Ranco; Mel W. Knight, Peerless.

Bottom row: J. D. Colyer, Wolverine Tube; H. V. Higley, Ansul Chemical;

Third row: F. M. Cockrell, REFRIGERATION News; Charles Benson, Imperial Brass; Art Schellenberg, Alco Valve; C. M. Brown, Tecumseh; R. H. Luscombe, Penn Switch; S. R. Robinson, Bonney Forge & Tool; John Wyllie, Jr., Temprite.

Fourth row: K. B. Thorndike, Detroit Lubricator; Charles W. Johnston, Virginia Smelting; E. J. Zoll, Chicago Wilcox; E. J. McGovern, R. & H. Chemicals; G. E. Graff, Ranco; Kenneth M. Newcum, Superior Valve; M. E. Miller, Peerless.

Bottom row: J. D. Colyer, Wolverine Tube; H. V. Higley, Ansul Chemical;

J. S. Forbes, Superior Valve; Earl Vallee, Automatic Products; Frank J. Gleason, Copeland; W. A. Leonard, Imperial Brass.

Others who attended the meeting were H. W. Merkel, Cincinnati; R. W. Burton, National Refrigeration Supply Jobbers Association; H. T. McDermott, Nickerson & Collins; C. R. Markham, Utilities Engineering Institute; T. W. Binder, Newark, N. J.; H. H. Hubbell, Brass & Copper Sales Co., St. Louis; B. H. Clark, DeKalb, Ill.; F. Langenkamp, Jr., Indianapolis; and Leo H. Gorton, Machine Tool & Supply Co., Tulsa, Okla.

at which these invitations officially will be considered.

All members of the exhibition committee were in attendance. They are:

M. W. Knight, chairman, Peerless of America, Inc.; F. J. Hood, Ansul Chemical Co.; H. T. Hulett, General Electric Co.; A. B. Schellenberg, Alco Valve Co.; K. B. Thorndike, Detroit Lubricator Co.; and R. M. McClure, secretary and exhibition manager.

The Friday meeting was closed with a banquet at which tribute was paid to J. F. Colyer, vice president, Wolverine Tube Co., in which H. V. Higley recounted the obligations the organization was under for the time and effort Mr. Colyer gave to the organization during the three years he served as president. As a tangible token of this appreciation he was presented with an engraved watch in which the sentiments expressed by Mr. Higley were recorded.

For the contribution made by Mr. Knight toward the success of the First Annual All-Industry Refrigeration & Air Conditioning Exhibition, of which he served as general chairman, and to his wife, Mrs. Ruth Knight, who served as chairman of the Ladies' Entertainment Committee, President J. S. Forbes presented them with a set of table silver.

### Detroit ASRE Hears Talks on Controls

DETROIT—Talks on both household and commercial refrigeration controls furnished the subject matter for the April meeting of the Detroit section of American Society of Refrigerating Engineers, held April 18 in the Lee Plaza. R. C. Doremus of Detroit Ice Machine Co. was chairman.

A. B. Schellenberg, president of Alco Valve Co., St. Louis, spoke on household refrigeration controls, illustrating his points with a demonstration of the "glass evaporator."

J. A. DePuy, Detroit representative of Minneapolis-Honeywell Regulator Co., covered the commercial controls subject with a showing of films contrasting operation of the company's new "Polartron" with the conventional type of equipment.

## How Trade Agreements Help Export Business

(Concluded from Page 1, Column 1) duced the duty on certain sizes of electric motors as much as 38%.

In those cases wherein duties have been "bound" rather than reduced, it means either that the rate was already favorable, or that there was reason to fear that an increase in the duty might be made.

On radios and "wireless equipment," which were exported in 1938 in the amount of \$23,000,000, more favorable duty or quota treatment has been obtained in nine agreements, and existing rates of duty have been bound against increase in four more.

In making a trade agreement with a foreign country, of course, it's tit for tat. They reduce the duty on one of our products; we, in return, reduce our tariff on one of theirs. This requires a lot of study, a lot of arguing, and a lot of delicate balancing. For the most part, the electrical industry has fared exceedingly well in this horse trading.

When our manufacturers sell more goods abroad, it means greater purchasing power, increased general prosperity, and a larger demand for all kinds of goods, including electrical equipment and apparatus.

Furthermore, production that finds an outlet in foreign lands not only tends to keep down costs by expanding volume but also relieves the pressure of unsaleable surpluses on the domestic market and exerts a stabilizing and strengthening influence on prices.

The most-favored-nation clause works both ways, and while we do extend our concessions to countries other than the one to which they were originally granted, all those other countries do exactly the same thing for us when we conclude a trade agreement with someone else.

Furthermore, the principle has been adopted of reducing duties only on products of which the other country has been either the leading or one of the leading suppliers, and this naturally places a definite limit on the extent to which third countries are able to profit.

It is significant that the value of United States exports to countries with which trade agreements were in effect showed an average increase of more than 61% for 1937 and 1938 over the pre-agreement years 1934 and 1935, while the average increase in exports to countries with which no trade agreements had been concluded was only 38%.

As for imports, the average increase for 1937 and 1938 compared to 1934 and 1935 was slightly smaller for the agreement group than for the non-agreement group, which indicates that the concessions granted did not flood the domestic market with foreign products.

So far as the electrical industry is concerned, the value of our exports has been more than fifty times that of imports, which have been entirely insignificant in comparison with domestic production.

The signature on Nov. 17, 1938, of the trade agreement with the United Kingdom, our largest foreign customer, raised the number of countries with which agreements have been concluded to 19. Approximately 60% of our total foreign trade has now been brought under the influence of the trade agreements program.

## Rema Executives Discuss Sales Policies



H. V. Higley of Ansul Chemical addresses the Refrigeration Equipment (formerly Supplies & Parts) Manufacturers Association at its spring meeting last week-end at French Lick. Seated at the table, left to right, are R. M. McClure, secretary of the association; J. S. Forbes of Superior Valve; and Earl Vallee of Automatic Products. Mr. Forbes is president, and Mr. Higley vice president of the association. Mr. Vallee, chairman of the program committee, introduced the speakers.

# Bold Sayings

THAT ARE

## ANSUL AXIOMS

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Cold-Making Mechanism with  
FORCED FEED LUBRICATION  
AND OIL COOLING*  
*Proved by  
13 Years Performance Record*

See G-E "House of Magic" at New York World's Fair and Golden Gate International Exposition

**GENERAL ELECTRIC**

- G-E's Selective Air Conditions provide different combinations of temperature and humidity and give the most practical low-cost method of food preservation known today.

Get the Inside Story from your G-E Distributor on why G-E Refrigerators are the "hot" line of the year. General Electric Co., Specialty Appliance Division, Nela Park, Cleveland, Ohio.

**G-E Prices for '39 are lower than ever!**



- Fits inside of refrigerator door. Makes it easy for any sales-person to tell the complete story of General Electric Selective Air Conditions. Simplifies the sales presentation. Proved to be one of the greatest refrigerator sales aids ever developed.

# Air Conditioning

## Detroit Sales In First Quarter Are Down

**DETROIT**—Almost a total absence of "heavy tonnage" installations characterized air-conditioning sales in the Detroit area during the first quarter of this year, according to information reported by Detroit Edison Co. to the Air Conditioning Association of Michigan.

Of the installations shown in the table on this page, four were made in January, four in February, and 20 in March of this year. While installations and tonnage totals for the first two months were below last year, March installations and totals were up sharply over a year ago.

Installations made during March, 1938 totaled 245 hp. as compared with 387 hp. in March, 1939. Figures shown in the table and in totals are for compressor horsepower only, and do not include fans and accessory motors.

## N. Y. Association Raps Proposed School Law

**BUFFALO**—Charging that the measure represents "another vicious attempt to remove the present good standards of ventilating in public schools in Buffalo and other communities of the state," the Air Conditioning Association of western New York is fighting the Gutman bill.

The bill requires that school building plans, before receiving approval of the state education commissioner, shall embody adequate facilities for heating and ventilation, but strikes out the present requirements for ventilation and air conditioning.

Indicting the measure on a series of charges, the Air Conditioning Association sent the following letter to Buffalo representatives in Albany: "This proposed amendment takes away the present requirements of the state law which provided that at least 15 square feet of floor space and 200 cubic feet of air space should be provided for each pupil with facilities for exhausting the foul air.

"The amendment takes away these requirements and leaves it to the discretion of the commissioner of education to approve anything which may meet his fancy.

"It would permit cutting down the size of the classroom as well as reducing the amount of ventilation. We are very much opposed to any legislation tampering with our present good standards, that favors the trying out of some new methods at the expense of our children's health.

"Thirty feet of air per minute per pupil is not too much to circulate in a crowded classroom, where one case of a contagious or infectious disease might cause an epidemic.

"The whole trend today in modern buildings is toward air conditioning and air circulation. Therefore, it would seem to be a blunder on the part of the State of New York to make any change in the rules governing protection of our children in public schools."

## Chicago Airtemp Sales Takes Over Construction Corp.

**CHICAGO**—Airtemp Sales Corp., a subsidiary of Chrysler Corp., has taken over the activities of Airtemp Construction Corp. in the metropolitan Chicago area. Offices of the organization are at 508 Wrigley building.

Wallace F. Ardussi, regional manager, formerly on Airtemp's executive staff at Dayton, Ohio, is encouraged over the business outlook in air conditioning. Distributors in Minnesota, Wisconsin, Iowa, and Illinois are planning for substantial volume increases this year over 1938.

### Evansville 'Movies' Cooled

**EVANSVILLE**, Ind.—New air-conditioning systems are being installed in two of Evansville's major downtown theaters, Loew's and the Grand. The equipment, made by Westinghouse, replaces older type ice and water systems formerly in use.

## American Industry Has Real Opportunity Abroad

By Walter Alwyn-Schmidt, Foreign Trade Consultant, New York City

The unsatisfactory political situation in Europe is renewedly drawing the attention of foreign countries to the American market as a possible source of supply. The condition is very similar to that which existed just before the outbreak of the European war 25 years ago, when American manufacturers found themselves swamped with export orders.

As a result American industry, including the air-conditioning business, may soon expect considerable interest in its activities from abroad.

When it comes to selling air-conditioning equipment abroad the American industry holds most, if not all, of the trumps in its hand, starting with the undeniable fact of widest experience and ending with a production set-up that can take care of the needs of the foreign customer fully and intelligently.

These facts are known abroad and explain why foreign customers naturally turn to the United States for information on air-conditioning subjects, and why AIR CONDITIONING & REFRIGERATION NEWS finds so many readers abroad.

### IMPERFECTLY UNDERSTOOD

For one reason or another this special function of the American technical press as a foreign trade builder is only imperfectly understood by the average manufacturer, and certainly isn't used as effectively as it could be.

Suppose a foreign merchant happens to get interested in air conditioning. What is his first step? Your foreign prospect will tell you that he either consults one of the trade papers displayed in the offices of the American consular representatives or he writes for a copy of the leading publications.

The advertising pages of the magazine make the first connection in that case between the foreign customer and the American source. The trade paper, in this manner, becomes the best and most active export agent of the American industry, because it is on the spot at the time when the order originates.

Our foreign competitors are fully alive to this case history of the average export order, and there is no denying the fact that much of the advertising carried in European engineering magazines, is placed with an eye upon foreign business.

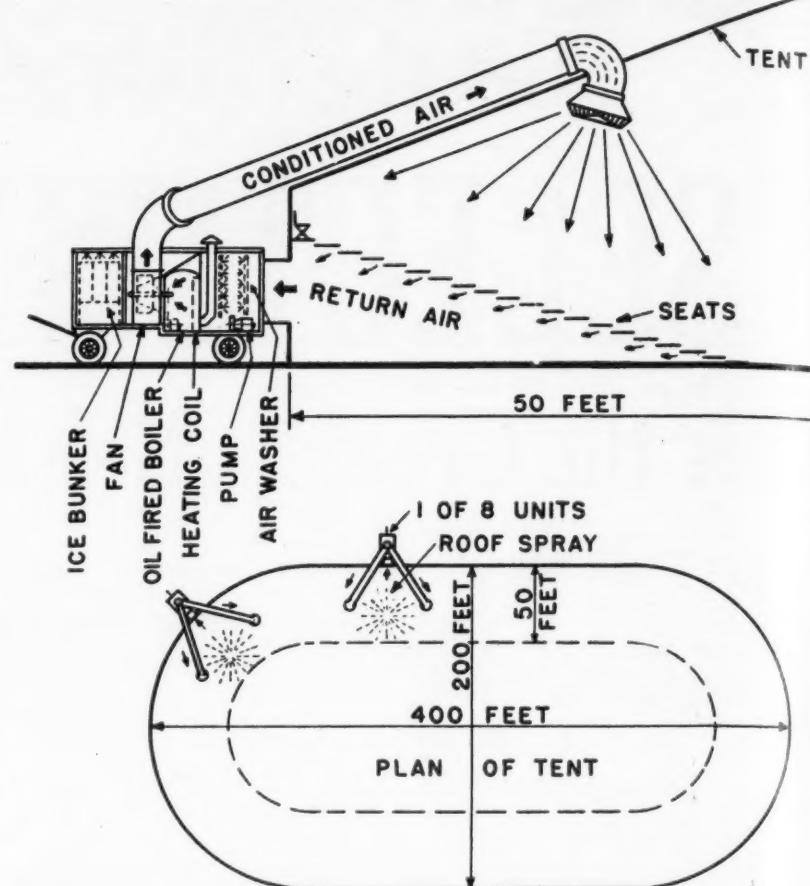
### EXPORTING NATURAL

Exporting seems to come natural to the European engineering firm, and it has learned a long while ago that serving the foreign customer is not essentially different from doing business in the domestic market. However, the path is made easier by the export inquiry which reaches the desk in the form of a reply to an advertisement in a trade paper.

Quite apart from the fact that the inquiring customer is bound to be a more promising prospect than the one who has been solicited, there is the very important consideration that the foreign reader of an American magazine can be expected to know English, as otherwise he would not subscribe or ask for the magazine.

This, from the start, eliminates the difficulty of having to correspond in a foreign language, with all the added cost of translation, etc. This

## Cool Summer Forecast For Circus Fans



Eight huge trailer-mounted units like the one shown above will be used to cool customers of Ringling Brothers-Barnum & Bailey circus this summer. Location of the units is shown in the lower diagram.

is especially important for the smaller manufacturer, and certainly facilitates the opening and further conduct of the connection.

Finally, but not last in order of relative importance, is the consideration that the foreign reader of the American trade paper has been educated to the American manner of doing business.

Export business should not be looked upon as the exclusive domain of the large manufacturer. There are literally thousands of engineering firms in Europe, making one or another piece of equipment of merely minor importance in their own market, but very busy nevertheless with satisfying the growing demands of their foreign customers. They need parts and supplies from American manufacturers to help fill these demands.

Advertisements are preferred reading matter for the foreign business man more even than they are at home. He receives much of his technical instruction from the copy writer. More important than size in his case is continuity, as every foreign reader who has seen a needed advertisement in a back copy and fails to find it in the current one can testify.

Neither the publisher nor the consular office displaying a magazine can guarantee that the copy seen by the prospect will be the one containing the advertisement that the enquirer wishes to find. In the case of subscribers, however, this is not so great a factor.

## Lack of Heavy Tonnage Installations Forces

### Detroit's First Quarter Below 1938

(Data Compiled by Detroit Edison Co.)

Classification	Installation	Hp.
<b>Remote Direct-Expansion Systems</b>		
Fred Sanders Stores (6564 Woodward)....	York	40.0
Stouffer's Restaurant (replaces 10 hp.)....	Frigidaire	20.0
Ambassador Lunch.....	York	20.0
Ira Wilson & Sons .....	Frigidaire	7.5
Sharp's Lunch .....	Fairbanks-Morse	15.0
Riviera Recreation Corp. ....	Westinghouse	25.0
Fox Film Corp. ....	Westinghouse	15.0
Plunkett Shoe Co. ....	Vilter	5.0
Del-Theater .....	Vilter	75.0
Crystal Theater .....	Carbondale	40.0
Detroit-Leland Hotel .....	Norge	25.0
Best & Co. ....	York	25.0
Sam's Cut Rate .....	Carrier	135.0
<b>Self-Contained Unit Systems</b>		
Davidson's Department Store .....	Airtemp 2-3 hp.	6.0
Wayne County Airport .....	Airtemp	5.0
Detroit Edison Co. ....	Airtemp	6.0
Excello Corp. ....	Airtemp 2-3 hp.	5.0
Dr. Scholl Foot Comfort Shop .....	Frigidaire	3.0
Thom McAn .....	Frigidaire	3.0
Martin Electric Co. ....	Airtemp	3.0
Wm. H. Martin residence .....	Airtemp	3.0
<b>Room Coolers</b>		
2 Airtemp 3/4 hp. ....		1.5
1 York 3/4 hp. ....		0.75
2 Unclassified 3/4 hp. ....		1.5
1 Unclassified 1 hp. ....		1.0

Where Virginia Quality Refrigerants are sold, there you'll find the quality parts and supplies you need.

**VIRGINIA SMELTING COMPANY**  
WEST NORFOLK, VIRGINIA

**SERVEL Silver Fleet**  
COMMERCIAL REFRIGERATING MACHINES.

IT'S MIDWEST BUILT. IT'S BETTER BUILT.  
**COMMERCIAL REFRIGERATORS**  
Two display case lines—"All-Porcelain" with deluxe features and "Leader" in Dulux—priced to give outstanding value plus a complete line of "Reach-in" refrigerators (13 to 84 cu. ft. capacity) should make MIDWEST your first choice!  
Some Good Territories Still Available  
Write or wire for Complete Information

MIDWEST  
MFG. COMPANY - GALESBURG, ILL.  
EXPORT SALES DIVISION: 330 S. WELLS ST., CHICAGO, ILLINOIS, U. S. A.

# Commercial Refrigeration

## Specialty Selling Needed For Success In Commercial, Distributor Contends

By Phil B. Redeker

OMAHA, Neb.—"If you don't have specialty salesmen selling commercial refrigeration equipment, you won't get the business," declares M. S. Livingston of Major Appliances, Inc., Frigidaire distributor here who handles the complete line of Frigidaire equipment, and also Delco-Frigidaire air-conditioning equipment.

Selling commercial refrigeration at retail in Omaha, and at wholesale throughout the territory, Mr. Livingston has some definite ideas about how the business should be operated.

His experience, says Mr. Livingston, has indicated that men who have worked selling household refrigerators to apartment houses make good commercial refrigeration salesmen. Some service men have also developed into good salesmen for this division.

Generally speaking, the man must have had some experience in handling fairly sizeable deals—he must not be scared of handling the details of any deal just because there is quite an amount of money involved. That's why apartment house salesmen fit into the picture well.

The service man, if he has any sales ability at all, is a good man for the job because he knows his 'book' and because he is used to dealing with the kind of people that a commercial salesman calls upon."

One way to keep good salesmen, says Mr. Livingston, is to pay them well. By "paying" them Mr. Livingston means a salary plus bonus. There are 19 salesmen in his organization, (four in wholesale commercial and three in retail commercial), and all of them are on a salary basis.

"Sales aren't made in a day, in a month, or sometimes not even in a

year. If you have a different man going back to call on the prospect all the time, he thinks something is wrong. Salaries keep down salesmen turnover."

Dealers out in the territory must have full set-ups, with trained installation and service men, before Mr. Livingston will let them handle the commercial line. Purely package merchandise may be granted to some household appliance dealers under a separate franchise, but unless they are set up to estimate, install, and service they don't handle the complete commercial line.

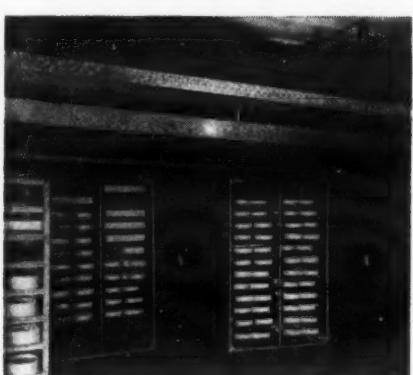
Mr. Livingston also demands complete cooperation from his out-territory dealers in the matter of promoting commercial sales. His wholesale salesmen sit down with the dealers and work up lists of prospects to whom promotion is to be sent.

These lists are then classified as to type of market, and are circularized with literature sent out from the main office in Omaha. Only one market is attacked at a time in these promotion campaigns.

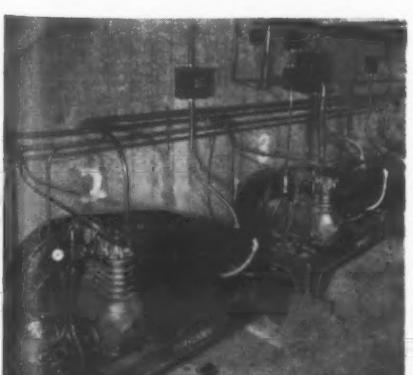
Mr. Livingston is enthusiastic about the possibilities of automatic heating systems as a dovetail for the commercial refrigeration dealer. He has figures showing that the peak season on heating equipment sales is in the early fall, when refrigeration sales are the poorest. And he sees a big market in automatic heat, both in new and replacement business.

Training of salesmen is the keynote of this business, he thinks. The salesmen must take every advantage offered of learning more about this business, and how to sell the products.

## Week-End Production of Whipped Cream Cakes Stored In Cold Room of Chicago Bakery



3,500 whipped cream cakes can be stored in this refrigerated room in a Chicago bakery.



Battery of refrigerating units for air-conditioning and commercial service.



Air-conditioned salesroom.

CHICAGO—Refrigeration aplenty is needed to handle a week-end production of 15,000 to 18,000 whipped cream cakes, or a holiday run of 20,000 to 25,000 cakes, so a special 21 x 23 x 9-foot cake-holding room in which 3,500 whipped cream cakes can be stored at one time was installed in the recently opened 79th St. store of the Dressel bakery, said to be responsible for the origination and popularization of this whipped cream delicacy.

Cooling of the cakeroom is taken care of by a 5-hp. Mills compressor in the basement hooked up to Rempe coils in the storage room itself.

In addition to this 5-hp. unit, there are five other Mills compressors in this bakery, each performing a specific function and each operating independently of the rest.

One 7½-hp. unit handles the store's air-conditioning system. A ½-hp. compressor takes care of a 12-foot refrigerated display case. Two ½-hp. condensing units furnish refrigeration for an ice cream dispensing cabinet and a kitchen ice box. A 2-hp. job is to be installed for a dough-retarding box and a storage cooler.

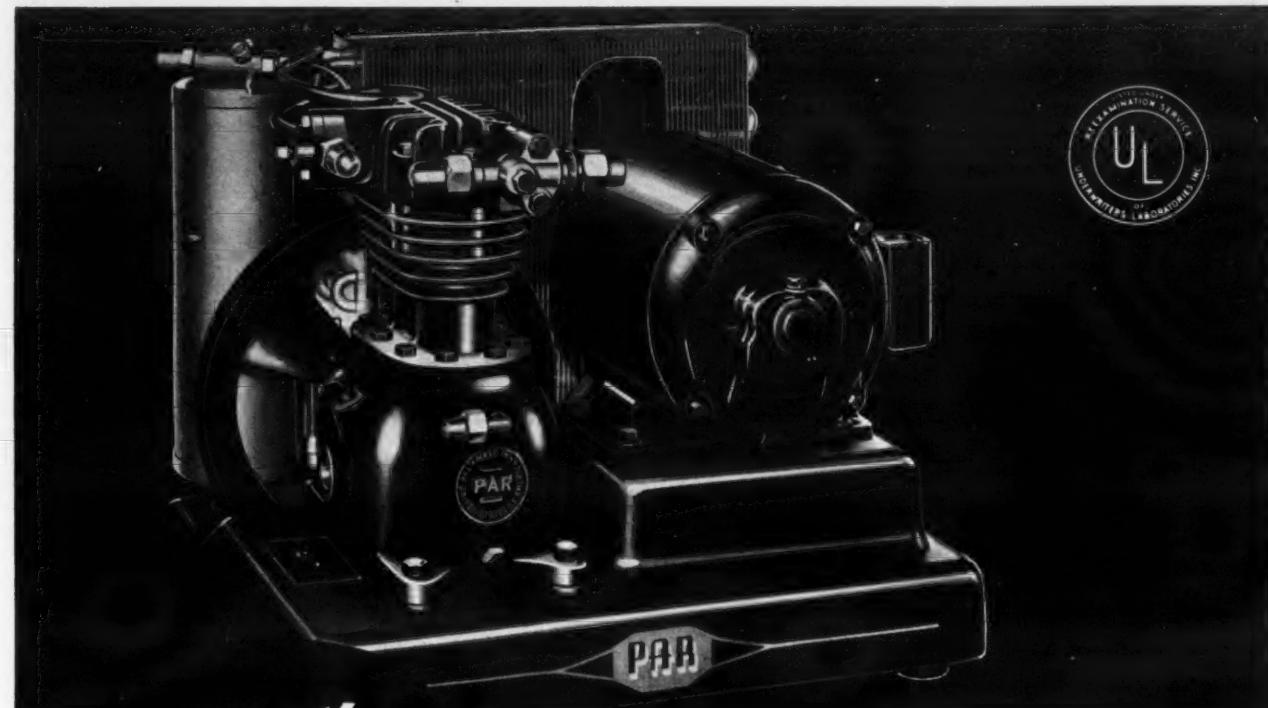
Walter C. Hilger, general contractor on the building (and also a refrigeration engineer), was largely responsible for the installation.

Special equipment in this store, which is the fourth unit in the bakery chain of William, Joseph, and Herman Dressel, includes a dough mixer imported from Switzerland which resembles a huge pair of hands lifting, rolling, and kneading the dough, and a bake oven containing a revolving ferris wheel "big enough to ride on," it is said.

### 3 New Lipman Distributors

BELOIT, Wis.—Appointment of three new Lipman distributors has been announced by General Refrigeration Corp.

The new outlets are: North Iowa Refrigeration Co., Mason City, Iowa; Lipman Refrigeration Sales & Service, Cleveland; Kenyon Sales Service, Peoria, Ill.



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PAR close-coupled condensing unit shown above is supplied in two sizes—1/4 and 1/3 H.P. models. The unusually compact arrangement makes it ideal for portable ice cream cabinets, self-contained food cases and reach-in coolers.

- ★ Large capacity, crank-shaft driven compressor—slow-speed commercial type, best suited for long, economical service.
- ★ Three-ring pistons; cylinders diamond-bored and honed. Hardened crank-shaft. Quiet operation.
- ★ Fusible plug in receiver; continuous fin, continuous tube, large surface condensers. Bullseye oil gauge.
- ★ Heavy cast iron base equipped with rubber vibration dampeners, rigidly mounted.



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Melchior, Armstrong.	W. H. Kiefer Co.	Harris Fixture Co.	Refrigerative Supply, Inc.
Dessau Co.	Denver, Colorado	Montgomery, Alabama	Shreveport, Louisiana
Atlanta, Georgia	Refrigeration Parts & Supply Co.	Teague Hardware Co.	Interstate Electric Co.
Bowen Refrigeration Supplies, Inc.	Detroit, Michigan	Nashville, Tennessee	Sixon City, Iowa
Baltimore, Maryland	W. C. DuComb, Inc.	The Starr Co.	Dennis Refrig. Supply Co.
Melchior, Armstrong.	Young Supply Co.	Newark, New Jersey	South Bend, Indiana
Dessau Co.	Des Moines, Iowa	Melchior, Armstrong.	F. H. Langenkamp, Inc.
Birmingham, Alabama	Dennis Refrig. Supply Co.	Dessau Co.	Spokane, Washington
Refrigeration Supplies Distributor	Fiat, Michigan	New York City, New York	Refrigeration Parts Sup. Co.
Boston, Massachusetts	Shand Radio Specialties	Melchior, Armstrong.	Springfield, Illinois
Melchior, Armstrong.	Ft. Worth, Texas	Dessau Co.	Springfield, Refrigeration Supply Co.
Dessau Co.	McKinley Refrig. Supply Co.	Norfolk, Virginia	Springfield, Massachusetts
Brooklyn, New York	Greensboro, North Carolina	Noiland Co.	Melchior, Armstrong.
Melchior, Armstrong.	Home Appliance Service Co.	Oklahoma City, Oklahoma	Dessau Co.
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Buffalo, New York	Meichior, Armstrong.	Interstate Machinery & Supply Co.	Interstate Machinery & Supply Co.
Melchior, Armstrong.	Dessau Co.	Pearls, Illinois	Philadelphia, Pennsylvania
Dessau Co.	D. C. Lingo Co.	R. E. Thompson Co.	Melchior, Armstrong.
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**MODERN EQUIPMENT CORPORATION**  
**DEFIANCE, OHIO U.S.A.**

# Field Reports

## Iowa, Nebraska Dealers Optimistic Over '39 Prospects, But Deplore Price-Cutting

By Phil B. Redeker and Robert M. Price

### ATLANTIC, IOWA

With saturation of the refrigerator market high and small dealers competing with the weapons of high trade-in allowances and discounts, the outlook in this town of some 6,000 persons is not exactly bright for future business.

Out of approximately 1,400 wired homes in the town there was said to be 800 electric refrigerators already installed. For the remaining prospective installations in town and in the surrounding area there has developed a battle of prices that has left the dealer forced to pull prices down or give terms that further cut into the profit margin in order to make sales.

### Dealer Discouraged By Price-Cutting

From a reported sale of 75 or 80 refrigerators a year for the past eight years, Young Furniture Co., Frigidaire dealer, has sunk to the lowest comparative figure this year in some time. Since January 1, 25 units have been sold, and the prospects for the remaining period, this dealer states, indicate that yearly sales will be down.

So riled is this dealer over the way dealers slash prices by competitive trading that he is ready to "call it quits after this year." He complains that although REA lines have opened up a bigger potential market in surrounding rural areas, distributors, described as "hungry for business," have dumped units around the area in tiny outlets. These operators are content to make only a trifling profit and so have greatly reduced the number of "legitimate sales."

### Good Weather Will Help, Dealer Says

J. Peacock of the Peacock Furniture Co. in Atlantic, Iowa, handled what practically amounted to a "private brand" line of refrigerators in 1938, but it didn't work out for him.

"There was just too much resistance to overcome in the unfamiliarity of the name," he averred. "It might have been all right as a leader if I had had another nationally known line, but I didn't, so the idea just didn't pan out."

This year Mr. Peacock has the Crosley line, and he has had some indications that he will move a few before the year is over. The furni-

ture store gets all of its business through the routine channels of its floor trade, and must therefore depend on general conditions.

"People generally think of Iowa as being a prosperous state, but the southwestern part has been far from prosperous the last couple of years," says Mr. Peacock. "Dry weather has just killed the crops around here."

However, weather conditions this spring have been most favorable for crops in the past six years, and Mr. Peacock is hopeful that his section of the state will return to prosperous times.

### 'Close Trading' Needed

#### To 'Stay In Black'

Pretty much the same sad tale was heard at two other stores visited. Robinson Hardware, Stewart-Warner dealer, sells on an average of ten or fifteen boxes a year and reports that some "real close trading" must be practiced to show black ink in the ledger for refrigerator sales. Bojen's Hardware store threw up the sponge on the refrigerator business two years ago "so I could devote more time to something I could hope to show a profit on," this dealer stated.

### OMAHA, NEB.

Backed to the hilt by a widespread and aggressive dealer-utility cooperative sales and promotion plan, refrigerator and other appliance sales for this year promise to show a marked improvement, is the general belief among many dealers here.

Even though total refrigerator sales in this section were reported to be running behind the same period last year, all signs point to gratifying results of spring and early summer concentration on the prospects which are beginning to show in greater buying numbers.

Not all dealers are showing gains—there are a number whose sales have materially suffered so far this year—and complaints against "too many dealers," "bargain-bent prospects," and spirited dealer competition "knocking the profit average down" were registered in many stores.

In Omaha, as in a number of other cities and sections, as the number of refrigerator sales increased dealers sought to keep their unit volume climbing by enticing the remaining prospects with more attractive offers, it was reported. Pros-

pects, in turn, became aware of the condition and sought to get the best deal by "shopping around."

Also, the number of prospects in the lower income brackets has increased and these buyers are said to be strictly price conscious in the majority of cases.

### Utility's Cooperation Plan Gains Support

To aid the appliance dealer in meeting some of the problems of sales promotion, advertising, and selling, the Nebraska Power Co. has set up a complete plan of dealer cooperation. The plan offers a variety of services to individual dealers, including salesman training, tie-in advertising, campaign promotion, locating of prospects, and actual selling for the dealer by the utility's own staff of salesmen. As this plan has progressed, the utility has endeavored to fade out of retail selling. It is their contention, it is said, that more revenue can be brought to the company through dealer sales as a result of the concentrated promotion and selling aid offered than could be realized if the company went after retail appliance sales in a bigger way.

Another point, of course, is the goodwill that this sort of stand should bring to the utility.

Despite these services offered, officials of the power company reported that not all dealers take full advantage of the plan. Many, they say, were skeptical at first about cooperating fully with a utility which was still, to all intents and purposes, a competitor. Some still retain their disbelief, but more and more are falling into line, it was reported.

As evidence that the utility is backing up its plan, Mrs. B. E. Marsh, residential sales manager, fixed refrigerator sales by her company during the past year at less than 2% of the total. All advertising and promotion done by Nebraska Power carries the tag line "See Your Dealer."

### Used Refrigerator Market

One of these dealers expressing satisfaction over the cooperative program is Schmoller & Mueller Piano Co., operating six stores in this section. In 1938 sales from April through the rest of the year were ahead of the previous year. Sales so far this year are estimated to be running close to the 1938 figure. It was believed that total sales this year would be considerably higher. Kelvinator and General Electric refrigerators are carried.

This dealer has noticed the trend toward the cheaper boxes. To gain some of this business reconditioned used refrigerators are advertised in classified columns and a good volume of this trade was reported. Replacement business was said to be increasing during 1938 and this increase, it was thought, would continue through this year. Best selling point for replacement and low income prospects was held to be not features but guaranteed low operating costs.

The dealer made the rather surprising statement that he believed

that there was a real demand for a standard size refrigerator at a cost of "about \$100." He pointed to the increased sales of reconditioned boxes in this price range and the number of sales reported by the chain stores offering a low price box.

"We are finding," he said, "many of the people who have never been able to buy an electric refrigerator—but are sold on the idea completely—are not prepared to go much over \$100 in price."

### Look For Low Prices

A Gibson refrigerator used as a store brand price leader is being heavily promoted this year by Brandeis, large department store dealer, according to R. Perelman, appliance manager. Westinghouse and General Electric lines are also carried.

Total sales for the month of March this year are running a little behind 1938, it was estimated. Here too was reported the marked tendency for prospects looking for low prices; hence, the price leader. High number of mechanical trade-ins pointed to an increased replacement market, it was thought.

### 'Too Many Dealers Spoil the Market'

Too many dealers, especially too many in one brand of refrigerators, is the cause for decreased profit per unit and a steep reduction in total sales, says Sol Lewis, handling Crosley household boxes and both commercial and household General Electric lines.

After selling over two hundred refrigerators during 1937 and averaging 80 in March for four years, Mr. Lewis dropped to 12 during March this year. His sales have dropped as the distributor added more and more dealers in an effort to get greater volume, he says. He contends that the total unit sales are bettered very little by adding small operators over the head of a dealer who is established and doing a good job of expanding on a sound basis.

As more dealers take on the same line, reasoned Mr. Lewis, they begin to bid against each other on price and allowances. Naturally, he continued, other brand dealers enter the field with new low offers and profit is sent toppling. He believes that this has been a great factor in creating a "buyer's market" and prospects are using one dealer's offer to attempt to force his competitor down.

Heeding the cry for bargains are the chain stores and the dealer who is content to "make a little rather than let the deal escape," Mr. Lewis observed. Distributors, he says, looking for added volume pick up a poor operator, who, like the poor insurance salesman, "sells a few of his friends and relatives and passes out leaving the market that much more disturbed." A succession of these "fly-by-nights" has just about discouraged the stable dealer, in his opinion.

Rather than attempt to compete at a profit killing pace, this dealer has decided to refuse all deals where no fair gain can be realized.

"I honestly hope," said Mr. Lewis, "that this is one of the poorest refrigerator years for everyone. Maybe then the borderline dealers will pass out for good and those who are able to ride out a poor year can get back selling on a profit basis. Perhaps, too, it will show the distributors and the manufacturers the light."

To compensate for his decreased domestic refrigerator sale, this dealer has decided to enter the commercial field. He has built up a profitable plan of putting trade-in boxes and mechanical units to work in building some of the special commercial installation jobs that the firm installs. By this method and by reconditioning and selling trade-ins that are in excellent condition, this dealer has actually pulled himself out of the red, he reports. He finds that this end of his business has a real future—with his domestic refrigerator department he isn't at all satisfied.

"Both refrigerator buyers and manufacturers will some day learn," Mr. Lewis finished, "how important it is to have a dealer who stands behind every sale with good service, who can take care of his customers both now and in the future. The manufacturers will fast lose prestige—and so sales—the refrigerator buyer will find no service available where the box was purchased, and the "shyster" dealer will be out of business. But in the meantime, the good dealer has to share the bitter medicine with the poor dealer."

### 'Gift' Plan Produces

Advertising a new range, washer, or radio (listed at \$69.95 for each unit) to be given free with every last year's model refrigerator sold, Paramount Radio Co., Leonard distributor and General Electric dealer, reports a sale of 622 refrigerators last year, selling 51 in a single week, and waxes enthusiastic about this year's prospects.

Using this method of bringing in customers from Omaha and from outlying territories the final sales are said to be divided about half and half between current and last year's models. All advertising is centered around the last year's models offered in the "gift" plan. No make of refrigerator is mentioned. If the prospect is sold up to the 1939 model, an additional \$20 is added to the price. Nothing free is advertised with the 1939 models, however.

All salesmen here work on a straight salary, ranging from \$32 to \$50 a week. They are selected carefully but are not trained. Refusing to believe in "book-made" salesmen, this dealer demands only results. These salesmen cooperate fully with the utility and reports that the plan of cooperation is working out very well for them.

### March Sales Encouraging

Home Electric Shop, in business only since April, 1938, reports that in March sales were encouraging enough to hope for a good year. This dealer has only recently moved his display room into a floor covering merchant's store in the hope that this will be an aid in floor traffic.

Citing the great number of refrigerators already in use here and adding that "it is a good ice town," remaining business was held to be hardest to get away from the chain stores. The fact that the small dealer could not attempt to promote like these stores, plus the large acceptance built up in the last few years by these stores were said to be the reason for losing sales to them.

### 'Sell Up,' Dealer Says

"Unit sales should go up in price," says F. H. Resnick, appliance manager at the Union Outfitting Co., large furniture and house furnishings store. That would seem a rather revolutionary statement in the face of all the cry for lower prices, but Mr. Resnick believes that the dealer should have no great difficulty in selling the higher priced models.

He advocates selling prospects over the price objection by good salesmanship and giving the buyer a chance to compare the added advantages offered in the more expensive boxes.

"Gadgets that work," he says, "are a big help in selling the better grade of refrigerators. Naturally, the lower priced models carried in chain stores or on our own floor, for that matter, cannot compete on services given. If salesmen concentrate on that point—bring the unit sale price up—more and cleaner sales will be made."

### Salesmen's Union

#### May Be Answer

"Maybe I'm different from all my fellow businessmen, maybe some would even call me a radical, but I'm darned if I don't think a salesmen's union might be a good thing."

That was the somewhat startling statement made by M. S. Livingston, head of Major Appliances, Inc., Omaha distributor for Frigidaire.

Mr. Livingston has been following closely in the NEWS the story of the activities of the salesmen's union in Milwaukee, Wis. If that should prove successful, he thinks that the union might be the answer to a lot of problems.

"Only a salesmen's organization can stop price-cutting and chiseling," declares the distributor. "You can talk all you want about weeding out dealers and having the distributor police the situation, but the salesman after all is the one who actually makes the deal, and he's the man who must be kept in line. And probably it is only other salesmen that can keep him in line."

"The turnover on salesmen is terrific, and the expense to the dealer and distributor in training new men each year is very high. If the salesmen could get together and regulate their craft, it would help them get a good living, and would help out the independent appliance dealer."

## Another Reason You'll Make More Money with the Complete CURTIS Line

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**STORE and OFFICE COOLER**

**STORY and OFFICE COOLER**



45 Air Cooled Units—42 Water Cooled Units—1/6 to 30 H.P.

Long known as one of the most profitable lines in the industry, the addition of the Curtis Refrigerated Store and Office Cooler now makes it even more attractive to you. It opens up a great new market—makes possible more sales and profits.

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If you're interested in profits, in increasing your sales, write to Curtis for complete information today.

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"Builders of Condensing  
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## Specialty Selling Ideas

### Good Service Department Best Source Of 'First Leads' on Replacement Sales

By T. T. Quinn

ALBANY, N. Y.—Worried about getting your share of refrigerator replacement sales? Then, above all, don't overlook your service department as a source of this business, advises P. D. Mashburn, sales manager of Albany Garage Co., Kelvinator distributor.

"The sales department of any organization is no stronger than its service department," Mr. Mashburn says. "Don't pass up your service department when you're looking for replacement business. It's your best possible source of trade-in sales."

#### LAYS GROUNDWORK

Why? Because, says Mr. Mashburn, a good service department lays the groundwork for replacement selling, makes the salesman's task almost a push-over. That's because the user has utmost confidence in a good service man . . . and he can sell the "new refrigerator" idea without competition.

In the service department of its retail operation, Albany Garage Co. has one man who is really sales-minded. To this man, an expert at service work, the company turns over service on all units outside the guarantee period. Whenever a call from the owner of one of these older refrigerators comes in, he's the only one who's permitted to handle it.

On these calls, the serviceman talks new refrigerator . . . with surprising results, Mr. Mashburn says. He convinces the owner that a new unit would be much more economical to own and operate than her present refrigerator, now coming into the "upkeep" period, and also plays up the convenience features of the new models.

#### NO ACTUAL SELLING

He doesn't attempt any actual selling work, but offers to send a salesman around if the prospect is interested. There just aren't any "dead" leads in the ones this serviceman turns in, Mr. Mashburn declares . . . and it's no job at all for the salesman to close an order for a new refrigerator.

"We employ the best servicemen we can get, and we pay them to be good," says the sales manager. "None of our men makes less than \$40 a week. We want the highest type of man, and we'll pay to keep him. Our service department is on the job 24 hours a day . . . and we

coudn't hope to find a better source of sales."

All trade-ins taken in by the company are completely reconditioned before being offered for re-sale. One of the country's largest auto service organizations, the company has its own paint shop, where refinishing work of all kinds is done. All shelves also are re-tinned before re-sale.

Reconditioned units are sold from a separate store, around the corner (but in the same huge garage building) as the regular appliance department. Classified advertisements, usually three a week, call attention to the units, and Mr. Mashburn says the company so far hasn't had a bit of trouble in clearing all used units, at a profit.

"We're clear on both sales—new and used," he says. "There's a double profit in it for us. So why should we be afraid of the trade-in field?"

Guarantees on used refrigerators are reckoned on the age and condition of the individual unit, and range from six months to a maximum of a year.

#### SCALE ON TRADE-INNS

Experience has taught the company a "trade-in value" scale which it follows in taking in all used units. For the average 4-cu. ft. job, the selling price will be in a range below \$49.50; a 5-cu. ft. unit will bring anywhere between \$49.50 and \$65; and a 6-cu. ft. model between \$65 and \$79.50.

So all trade-ins are made on the basis of their estimated re-sale value, with the condition of the individual unit determining whether the "high" or "low" in that range is offered. So far, operating on this basis has proved independently profitable for the company.

Sales of new units, where trade-ins are involved, run mostly in the 6 and 7-cu. ft. range, Mr. Mashburn reports, and are for deluxe, all-porcelain units in most cases.

"Our dollar sales, on trade-in units," he declares, "run just as high as they do when no trade-ins are involved. People buying their second (or third) refrigerator want deluxe merchandise, all-porcelain, with all the convenience features we have to offer. They buy the higher-priced units, we find . . . and so we're money ahead on these sales even before we start selling the trade-in box."

### 'Civic Welcoming Service' Provides Leads on New Arrivals That Result in Many Sales

By Robert Price

MOLINE, Ill.—A head start on appliance sales to newcomers in this town is gained by Home Appliance Co., Leonard dealer, by subscribing to a "civic welcoming service" which furnishes them with immediate information on the new arrivals and lists the appliances they already have.

This service, called the Newcomer Welcome Service, has prepared a booklet for distribution to newcomers to Moline which points out the spots of interest, churches of the city, conveniences, and thoroughly acquaints them with the city's features. It also lists a number of merchants and the products they sell. These are in the form of advertisements, paid for by the merchants.

#### HOSTESS PRESENTS BOOKLET

The booklets are distributed by a hostess who calls on the new arrivals, presents them with the booklet, and talks to them in a friendly manner to give them general information on the city and to make them feel less strange in a strange place.

The advertising space provided in the booklet allows the merchant an opportunity to introduce himself and his product. The Home Appliance Co. uses part of its space for a coupon, that may be exchanged for a free gift if the newcomer makes a call at the store. This dealer is the only appliance merchant in the city who has space in the booklet, and so gets an "exclusive" on this new business.

Before the newly arrived prospect comes into the store, the dealer has received a list from the welcoming service. This list includes the name and address, occupation, number in family, automobile ownership, and the appliances in the home.

Total cost of the advertisement in the welcoming brochure, the hostess service, and the complete information on the names received, is only 25 cents for each name. The only additional cost is for the free gift offered through the coupon in the booklet. These are simple gifts, such as cake coolers or aprons, averaging between four and six cents apiece.

#### DEALER HAS 'DOPE'

When the woman comes into the store to collect the gift or to look at the appliances advertised in the booklet, this dealer is armed with a fairly complete picture of her position, her family needs, and just what appliance she may be in the market for.

If the woman is at all interested in buying a refrigerator or another appliance, the job of selling is made much simpler because the salesman will have had an opportunity to adjust his sales technique to this particular case with the aid of the advance information. Very often she is definitely ready to buy one or more appliances to outfit her new home, and the deal is closed almost at once.

If she does not feel ready to buy at the time of her first visit to the

store, the salesman is careful to show her all the features of the new appliances on display, and to impress upon her the advantages of starting out right in the new home. She is treated with a friendliness that is always appreciated by a woman who is out on her first shopping tour in a new city.

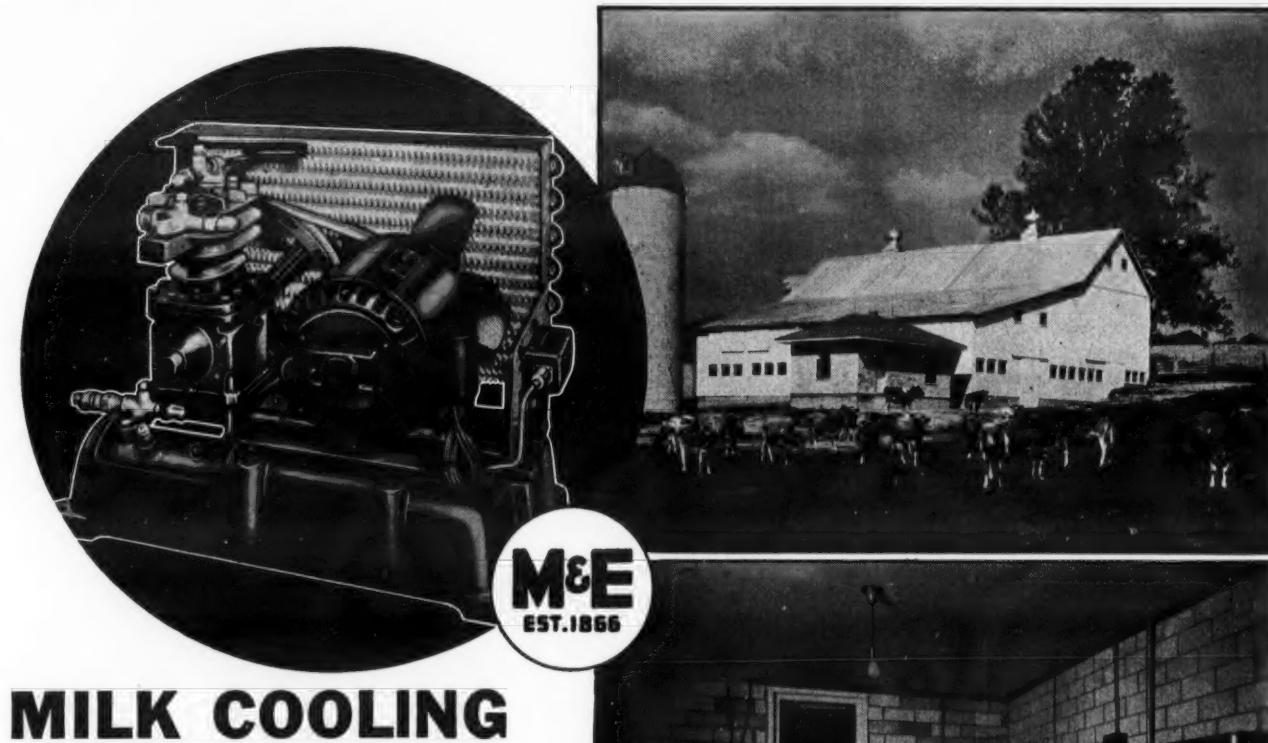
These first calls and demonstrations are followed up, and constant contact is maintained, so that the woman will keep this store in mind first when she decides to buy.

Bringing newcomers into the store is one part of the plan that this dealer has for building up general floor traffic. Employing no regular salesman, it is most important that prospects be brought into the store, believes R. D. Carlson, manager. To create interest in the store and in appliances, this dealer has literally gone into the "show business."

#### PRIZE CONTESTS

At different theaters in the city "appliance prize contests" are conducted and theater patrons get a chance on different appliances with each admission ticket. The contests are run during a series of "bank nite" and "amateur nite," contests when the attendance is unusually large. Drawings for prizes thus are conducted before packed houses, with resultant publicity for the displaying dealers and a greatly increased appliance interest among the theater patrons—each one a potential winner and a potential appliance buyer as well.

During the contest—which usually carries over several weeks—the appliances are prominently displayed in the lobbies of the cooperating theaters.



## MILK COOLING

*is one of the most important applications of*

## M&E COMPRESSORS

THERE CAN BE NO WEAK LINK in the chain of milk cooling operations. Compressor, cabinets, controls must each perform with split-hair perfection twenty four hours a day regardless of load or demand.

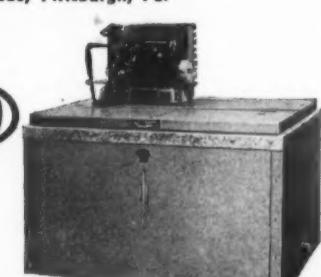
NO ONE KNOWS THIS BETTER than Merchant & Evans Co. Fourteen years ago this company pioneered with the first 'heavy-duty' compressors made especially for milk cooling. Today, as a result of this policy of treating milk cooling as a special field, M&E can point with pride to thousands of America's finest and most successful milk-cooling installations.

DEALERS COVERING THE DAIRY FIELD will find in M&E files a treasure house of reliable and valuable information on dairy problems. We invite you to write for special Dairy Equipment Bulletins as well as our NEW complete catalog.

## ON THE MEADOW SPRING DAIRY ZANESVILLE, OHIO

Owned and operated by Mr. Orris C. Robinson and producing Premium 100% Guernsey Milk. It is Muskingum County's first model Guernsey Dairy Farm, and was demonstrated at the Gasco Food Exhibit. Cows are milked by Electric Milkers. The Milk House, portion of which is shown above, is separate from the Dairy Barn. M&E No. 250 MC-1/2 HP compressor is used with ESCO V-6 Milk Cooler. The milk is precooled before being placed in the cooler.

Installation of M&E and ESCO equipment by C. A. McDade, Pittsburgh, Pa.



## It Pays to Sell a Complete Line

Dealers have found it both advantageous and profitable to combine the proven M&E COMPRESSOR with their line of milk coolers. The complete M&E line now consists of 60 types and styles of compressors from 1/4 to 25 HP and gasoline driven compressors for use where electricity is not available. Ask about the new M&E 100% COMMERCIAL CREDIT PLAN—available to M&E dealers everywhere!

**MERCHANT & EVANS CO.**  
PHILADELPHIA, PENNA. • Plant: LANCASTER, PENNA.

# Uniformity of Discounts, Catalogs, Tax Handling Urged By Jobber President In Address To Parts Manufacturers

Address Given By Leo H. Gorton, President of Refrigeration Supply Jobbers Association, at the Meeting of the Refrigeration Equipment Manufacturers Association at French Lick, Ind., Friday, April 21, 1939

Since you have asked me to talk to you I shall take it for granted that you would like me to touch on a few matters which are receiving the attention of our association at the present time, and of problems which we feel are mutual between our two associations.

I am going to discuss, briefly, the following subjects:

First—Trade terms or cash discounts.

I would like to review the Federal Excise Tax problem. I have a few remarks to make regarding obsolescence. I have had some inquiries here regarding standardization of catalog literature. I believe a review of our position and yours regarding legitimate trade outlets is in order, and always we must consider the profit margin on our operations.

## TRADE TERMS

The first point to which I wish to call your attention is that of trade terms, or of the cash discount.

At our last convention in Chicago last January, our Association passed a resolution recommending that the Parts' Manufacturers establish and grant a uniform cash discount. This has not as yet been published or submitted to you as manufacturers. It was thought that an opportunity might be offered to bring this to your attention as a group before so doing.

At the present time all sorts of cash discounts are offered. Rather, I should say that among different companies and different commodity groups a large assortment of payment terms are in effect, some even treating a cash discount as a trade discount.

The jobbing house reselling these items is faced with a problem of either granting a straight cash discount of a certain amount which is quite generally 2%, or of trying to follow the cash discount terms of each manufacturer on each commodity he invoices. Quite frequently, and this is true more often than otherwise, a jobber invoice will contain many items, a number of which fall in different cash discount brackets.

Trade discounts are figured on the invoice, but at the time of invoicing it is not known whether the customer will take advantage of the cash discount. Their calculation is difficult in any case to both customer and jobber.

In case the jobber allows a uniform cash discount, he is penalized on the items he has purchased which do not carry a cash discount from the manufacturer. We would like to recommend this problem to your consideration and favorable action.

The resolution as passed by our convention was as follows:

"RESOLVED, that this Association go on record as recommending to all manufacturers of refrigeration parts and supplies that they adopt the following as their standard cash discount terms: 'That all invoices dated from the first to the fifteenth of the month, inclusive, be grouped for payment subject to 2% cash discount on the twenty-fifth of the same month, net on the tenth of the following month. Invoices dated from the sixteenth to the thirty-first of the month, inclusive, be grouped for payment subject to 2% cash discount on the tenth of the following month, net on the twenty-fifth of the following month.'

This will be sent you through our regular channels shortly, but I wanted to call it to your attention

this evening. We hope you will give it the consideration we believe it merits.

## FEDERAL EXCISE TAX

Another problem on which I should like to touch briefly is the handling of the Federal Excise Tax by various manufacturers. Some manufacturers have incorporated this in their list price, where we feel it belongs, making it much less likely that a jobber or his salesman forget or fail to charge this on resale. An error of this kind is prevalent and definitely lessens the profit margin on the item to the jobber.

There are also cases where a jobber, for competitive reasons, we believe, has failed to charge the excise tax in an endeavor to gain a slight price advantage over his competitor.

We would like to see all manufacturers who make items where this applies include the Federal Excise Tax in their list prices, and hope that all of you to whom this applies will do all you can to accomplish this result.

## OBSOLESCENCE

The problem of obsolescence through natural causes such as old age of equipment on which it is used or through replacement of items by improvement of design is a problem of considerable importance in our industry. We earnestly solicit your cooperation in keeping us informed of any changes in design or improvement of product as far in advance as possible, in order that our stocks may not be burdened with old or obsolete merchandise when a new product is offered.

It has occurred to us that manufacturers of certain replacement items, from their experience in the manufacture of their products over a period of time, could anticipate or determine a pretty definite decline curve on items affected by obsolescence of original equipment.

This would be of value, and should be given by the manufacturer to his jobbing connections. This would allow the jobber, as well as the manufacturer, to guard against obsolete stock on their shelves in sufficient time to eliminate a large part of our troubles with the obsolescence problem. On a new product, a manufacturer can certainly inform his connections, and most of you do this now.

Any assistance along these lines would, I am sure, be appreciated by all of us, and would be a service which would considerably enhance the estimation for fair dealing and cooperation in which such a manufacturer would be held by his jobbing outlets.

## TRADE SHOWS

There has been in the past year or so a demand among certain jobbers for manufacturer cooperation or help, financially or otherwise, in the holding of local trade shows. I have been asked what the attitude of our Association is on such practices.

Frankly, gentlemen, I know of no attitude or position that we as an association have taken. This in my opinion is a matter which I feel is either your individual problem or the problem of your Parts' Manufacturers Association. It is a question of economics more than a question of policy.

We have been asked to poll our members to ascertain their attitude on this question, and this we will be glad to do. We will give you the results as soon as they are available.

## UNIFORM CATALOG PAGE

In most jobbing fields, sales literature used by supply salesmen as well as counter catalogs are made up of a compilation of manufacturers' catalogs or catalog sheets. This is true even though a house may publish its own catalog. It cannot contain as complete information as do the manufacturers' catalogs, and even if it could, it starts to become obsolete the day it is published.

We should like to recommend to the Parts' Manufacturers the adoption of a uniform size catalog page to be furnished for jobbers' sales catalogs. These sheets should have uniform punching, so that they will assemble into a neat composite catalog as possible. They should also be printed on as thin and as tough a stock as practical. They should have a uniform left-hand margin of 1/4 inches left blank on each page, in order that it will be possible to see the left hand marginal items when placed into a thick book such as is necessary in a great number of instances.

Gentlemen, these punchings and dimensions are now standard in a number of industries. They are used by the automotive parts industry, the mill supply industry, the machine tool industry, and the plumbing industry, to my knowledge.

It would be fine if you would endeavor in the publishing of future catalog literature to give consideration to this detail.

I might mention that a great many companies in other industries, when making a catalog run, run off a number of copies from the same plates on thin paper and have them punched and trimmed to conform to a standard for sales catalogs only. This is little more expensive, if any, than your present methods and in many cases a direct saving.

It is generally possible to condense the price and specifications information into a smaller number of sheets than frequently used. A number of pages are filled with sales propaganda for the consumption primarily of the ultimate user. If attention is paid to compilation, a number of these sheets can generally be omitted in literature forming salesmen's copy.

It would seem to me that this is a service that the manufacturers' group could do for the industry. If you desire to have a Catalog Committee, I will see that our office is able to furnish you with the dimensions of sheet and punching. We will give you any assistance we can. If you prefer that our Association take the lead in this, we will be happy to do so.

## TRADE OUTLETS

Another matter on which I should like to touch before closing this evening is that of trade outlets.

First, let me say that we jobbers like to feel that we are your partners in the economical distribution of your products through proper trade channels to the service engineer or contractor who uses your products in his business. We desire to serve to the best of our ability as your sales department and, as such, welcome your constructive suggestions.

We in turn like from you individually and as a group as much consideration as possible in keeping

your merchandise moving through properly controlled and legitimate trade channels.

We have gone to some length to define a refrigeration supply jobber. We believe our present definition is truly representative of the functions we perform.

We are attempting to keep our Association clean and its members truly representative of the type of business they profess to do.

We have a membership committee this year whose duty is not only to interest and solicit eligible firms to membership in our Association, but also to gather information regarding the activities and functions of other firms wishing to obtain jobber prices from you as manufacturers or in other ways attempting to obtain concessions to which they are not justly entitled.

This information is available to any member of your group by addressing our secretary in Chicago. Additional information is being gathered, and will be furnished just as fast as it is obtained.

It is hoped that you will not only avail yourself of this information, but will confine your jobbing connections on refrigeration parts and supplies to those who fulfill the functions of a Refrigeration Supply Jobber.

## TERRITORIES DIFFER

Sometime it is going to be advisable for some manufacturer to recognize the fact that they cannot get the same proportion of business in every geographical territory.

There are, and will continue to be, certain territories where representation of certain manufacturers will be weak and where one manufacturer has the edge on the business in his commodity line. There will be other places where the reverse is true.

Now I do not think anyone likes to admit that they cannot get their share from every territory, although it might be better for the industry if they did and put their efforts on such territories as they have their best advantage.

Often manufacturers are tempted and do where there are not sufficient legitimate jobbing outlets, give representation to a marginal house which they themselves would blush to admit.

We have some eighty-odd members of our Association. We know of approximately eighty additional firms that do legitimately qualify for membership and who do a bona-fide jobbing business. That, gentlemen, is about the number of strictly jobbing outlets as we see them in this country at the present time.

I wish I could feel that you, as manufacturers, were extending your jobbing prices to no larger a group than this.

## NATIONAL' COMPETITION

We have, from time to time, ever since I have been interested in refrigeration and air-conditioning supplies, been threatened with what we consider unfair competition from national organizations interested chiefly in the sale of refrigeration and air-conditioning units, and who have also, we believe, attempted to place their secondary outlets in a position to compete or undersell the independent refrigeration supply jobber.

We are aware of the fact that these concerns and others preceding them were not only in existence before the independent refrigeration jobber, but are actually responsible for the creation of the economic need which made our existence possible.

We know that a number of you depend upon one or more of these national organizations for the marketing of a large part of your output, which is used by them in the manufacture of original equipment which they merchandise nationally.

We cannot, could not, and certainly do not expect you to pass up this class of business.

Neither are we interested in the price at which you sell them so long as you sell them parts to form a part of a complete unit of manufacture.

We are, however, vitally interested in that portion of their purchases of your product which are made for resale, whether they are purchased by

the national manufacturer himself or through his negotiations sold directly to his franchised dealers. Their business is not a jobbing business but, in our estimation, a national trade outlet of the jobber, and should be classed as such.

At one time, all replacement parts were sold by such national organizations. The growth and strength of our jobbers' organization is proof of the fact that they did not do a satisfactory job.

We in the independent refrigeration supply jobbing business should be and I believe would be, if these national manufacturers would study the matter deep enough, found to be a very valuable ally to the satisfactory furnishings of parts and supplies for the maintenance of their equipment in the field.

I believe you, as parts manufacturers, recognize this fact. There are in our industry a number of problems peculiar to the members of each of our associations. There are a number of these problems which can, in my estimation, be better solved by our mutual contact and cooperation. The problems pertinent to one group are at times in conflict with those of the other. I believe it is true, however, that when we, as jobbers, understand the problems of the manufacturers, and the manufacturers in turn understand the problems confronting the jobbers, that real progress in the finding of a satisfactory solution from both viewpoints can be secured.

## PROFIT MARGIN

One problem which is always present and is equally important to both jobber and manufacturer is the profit margin. Manifestly, the manufacturer cannot satisfactorily serve his trade and stay in business unless he makes a satisfactory profit over the cost of his operations. The same is true of the jobber. The unfortunate thing about this, from the jobber viewpoint, is the fact that in this industry the manufacturer recommends the price of resale as well as setting the jobber cost and, therefore, regulates the percentage of gross profit which a jobber is allowed to make.

These price schedules are generally the same throughout the nation. It is frequently the case that a resale schedule in one area may be adequate to produce a satisfactory profit on the line even in the face of stiff competition, but be entirely inadequate in another area, due to a number of factors such as population of the area, distance from source of supply which in distant parts necessitates larger stocks, etc.

Jobbers in certain areas, while quite large geographically, find it difficult to properly perform the services expected of them on this same margin of profit. We do not say that the price schedules should necessarily be different in different areas, but we feel that a number of manufacturers have not given enough consideration to a proper balancing of these different types of territories in arriving at their allowable margin to the jobber.

## SERIOUS STUDY NEEDED

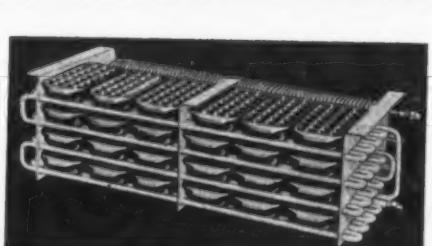
In saying this I am mindful of the fact that you as manufacturers also have keen competition among yourselves, and are not at liberty to arbitrarily increase your margin to the jobber without some reasonable expectation that others in your particular group will do likewise.

This is a problem which the manufacturers in each commodity group should study seriously before publishing of price schedules. I am glad to say, in fairness to a large number of manufacturers, that profit margins as shown by replies to a survey made by our Association among its members last year, were by a majority of our members considered satisfactory.

It is also true that there are a number of lines where the profit margin was not, and still is not, satisfactory at the present time.

The best solution of this profit problem, we feel, can be approached by the studying by the manufacturers of the factors influencing a jobber's cost of doing business, such as management, stocking expense, sales expense, office expense, and the various forms of taxes which are of greater consequence than they were a number of years ago, and which must come out of the gross profits of any business, and which are as large in the jobbing business as in most others.

We, as jobbers, will welcome the opportunity of being of assistance in any way we can in working with you on this matter.



## Profitable Sales Ideas

### Free Tea Service Offer Boosts Sales Of Larger Models For Iowa Dealer

DAVENPORT, Iowa—Adams & Adams, appliance dealer here, offers a novel lure to up refrigerator sales this spring. With every unit of 6-ft. capacity or over, a complete tea service set is given free.

The set consists of an attractively decorated table with two matching chairs, a luncheon cloth, and a tea set of brightly colored dishes. These tables are set up in the middle of the display floor, to attract the attention of prospective customers. The free offer is not advertised, and prospects first learn of the way to acquire the sets from the salesmen on the floor.

This method of attracting attention to the kitchen furniture has a two-way effect, this dealer has found. As the salesman explains the free offer to the prospect, the interest in the refrigerator is much heightened. Many prospects who may be only lukewarm about buying the refrigerator, or who may not be immediately in the market, are led to the "buy now" stage as the two-way plan is explained to them.

This naturally leads to a detailed explanation of the merits of the refrigerator, and the selling job becomes much easier and effective, it is said, because the prospect is moved to learn the complete story from the salesman. As the selling is unfolded, there has been a noticeable tendency of the prospect to make

close inquiry into the terms offered by the dealer. These terms are explained, and the "extra added attraction" in the form of the tea service provides an excellent closer for the refrigerator sale.

Even though the free offer is not advertised, newspaper and farm periodical advertising is used to increase the floor traffic and give the salesmen a great many people to turn into "hot prospects."

A great many of these people are drawn from the rural districts surrounding the city. Over 67% of the total sales of refrigerators and other appliances are made in the farm market. Concentration on this rural market is more profitable in this locality, because the farmers here have money to buy. This is explained by the steady incomes from good crops and livestock sales. Another feature of this class of trade is the ready pay, for this dealer reports that the majority of the rural buyers insist on paying cash.

In addition to the advertising in periodicals, salesmen from the store make regular canvassing calls on the rural trade as a follow-up. And, on the next trip into town, these contacted ruralites very often drop into the store already acquainted with the products displayed, and so are already partly sold.

### Crosley Distributor Pushes All-Porcelain Units Through All-Expense Trips To N. Y. World's Fair

ALBANY, N. Y.—To increase sales of deluxe refrigerators in its territory this year, Simmons Hardware Co., Crosley distributor, is offering a free one-day trip to the New York World's Fair to purchasers of that type of unit between now and June 30.

Realizing that many persons from this area will attend the fair, the company is offering them the opportunity to make the trip as guests, if they purchase a 1939 Crosley deluxe model. Other members of the new owner's family also may accompany him to the Fair by paying extra "cost" fares, but only one person in the family can qualify for the free trip.

Tieing-in with interest in the Fair, each dealer's store will become "World's Fair Headquarters" in his town, and will serve as a clearing house for general information regarding the exposition. It is expected that this will result in considerably increased floor traffic, which in turn will provide more sales-leads.

During the period of the special promotion, dealers also will be furnished with window display materials combining the Fair theme and the Crosley building at the Fair. This will intensify the "World's Fair Headquarters" idea in the minds of the public, it is believed.

Only buyers of deluxe refrigerators will be eligible for free trips to the Fair. Purchasers will be taken to the exposition by special train, chartered by the distributor, on a day to be determined.

**Anaconda Copper Refrigeration Tubes**  
Unusually long lengths!

**READY!**

Wholesalers to the Refrigeration and Air Conditioning Industry.....  
PARTS & SUPPLIES  
**ANACONDA**  
Heating & Cooling Supply Co.  
647 W. Lake Street...CHICAGO

**THE MOST COMPLETE EVER ISSUED**

Our new catalog of approximately 200 pages is ready. Have you sent in your request for it? If not, do so today—on your business stationery. Sent to the legitimate trade only! Address Dept. AC1

**AUTOMATIC HEATING & COOLING SUPPLY CO.**  
647 W. Lake St., Chicago, Ill.

FRENCH SMALL TUBE BRANCH  
General Office, Worcester, Conn.

### Approach Prospect When All Factors Are Right, Advise Dealer Who Follows 10-Rule Method

ELDORADO, Ill.—Clyde Cox, manager of Cox Home Appliance Co. here, has worked out 10 definite rules for regulating sale of Frigidaire refrigerators and other major appliances to rural customers in southern Illinois.

In the four counties surrounding Eldorado, a half-dozen types of income are represented; home owning state employees, farmers, coal miners, and a larger percentage of industrial workers—each requiring a separate sales system.

Naturally, there are periods in which a miner cannot buy—slack seasons. In the same connection, farm trade must be regimented in fall, when the farmer is most likely to be able to afford electrical conveniences for his home.

As Mr. Cox points out, "Successful refrigerator selling is a matter of getting to the prospect who really wants a box while every other factor is as favorable as possible."

Mr. Cox's 10 rules are five "do's" and "don'ts" which are drummed into salesmen by monthly sales meetings, and are checked off by each man after making a prospect call.

They are—

#### DO'S

1. Check the credit rating of each prospect in relation to the business he is employed in—if his payments are sporadic, it may not be his own fault.

2. Make an effort to discover the dollars-and-cents condition of every local business.

3. Go only after those prospects

who are in their most prosperous season of the year.

4. Compile leads at least six months in advance—when a boom hits, it's often possible to make sales through quick action.

5. Offer flexible, split-payment terms sufficiently versatile to allow the purchaser to make use of his capital with a good deal of latitude.

#### DON'TS

1. Don't waste time on any prospect, no matter how promising he appears, if his business prospects look bad, even in general.

2. Don't base your sales campaign on a money-spent basis. Play up the economic need and home improvement angle.

3. Never wait for a potential customer to come in when selling opportunities are ripe—go get him, and insist on an hour or so of his time, even in his busiest season.

4. Never be afraid to adjust payments contiguously to the prospect's seasonal income. Make it easy for him, even at a slight cost to yourself.

5. Don't slight the farm customer with small payments—he's a bigger potential market than is actually known.

Strict adherence to these rules has built refrigerator volume for Mr. Cox tremendously during the past five years, and has brought rural business well to the fore.

Although credit transactions in the store are all concentrated in various seasons, each business prospers progressively, and thus evens out the company income.

### 'Kitchen Parties' Idea Uses New Range Owners

PITTSFIELD, Mass.—Using the enthusiasm of new electric range owners to obtain additional prospects for this appliance is the idea back of the "Kitchen Parties" sponsored in this territory by Pittsfield Electric Co., utility.

Promotion of the "Kitchen Parties" is up to the individual dealer, the utility furnishing a home economist to demonstrate the range and explain its features of food preparation. The parties are held in the new range owner's home, with from eight to 12 of her friends as guests.

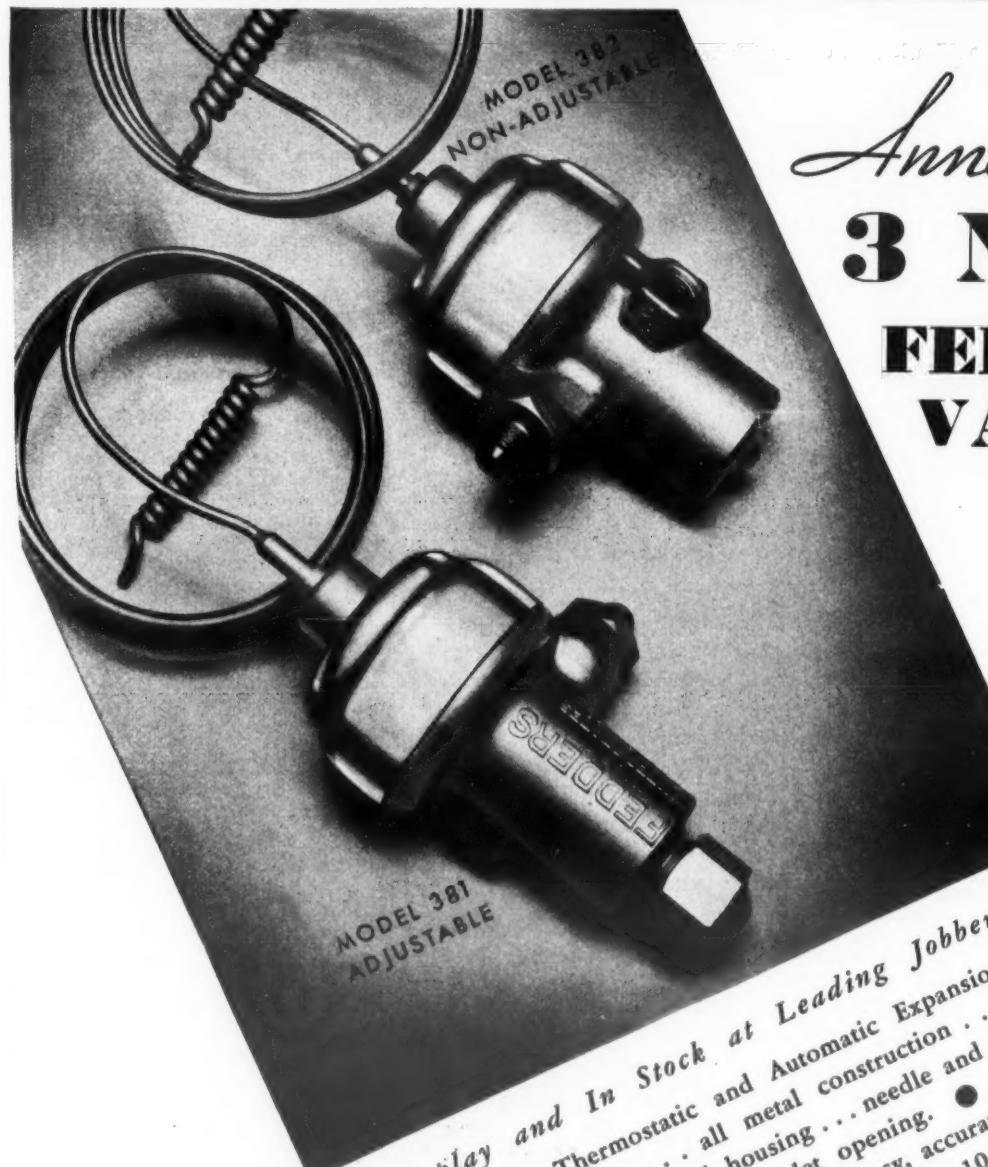
Purpose of the demonstration is two-fold:

1. It proves to the new owner that the range will operate efficiently in her own kitchen, and impresses her with its speed and simplicity, as well as cleanliness.

2. It gives non-owners an opportunity to see for themselves at close range and without obligation, how electric cookery works.

The smaller groups at each demonstration adds to the informality of the occasion, and the women feel no hesitancy in quizzing the demonstrator concerning all features of electric cookery. This might not be the case if the size of the group were not limited.

Food prepared at the demonstrations is served to the guests, and the hostess-range owner is given a small gift, perhaps a cooking utensil, for her courtesy in holding the party. Names of all prospects obtained from the meetings are turned over to the sponsoring dealer for follow-up.



## Announcing 3 NEW FEDDER'S VALVES

On Display and In Stock at Leading Jobbers . . .

- New Fedders Thermostatic and Automatic Expansion Valves now offer compact size . . . all metal construction . . . accurate control . . . hermetically sealed housing . . . needle and seat clearly visible for inspection through outlet opening. • Model 381 Thermostatic Expansion Valves provide easy, accurate adjustment.
- Model 382 non-adjustable valves are easily adjustable to secure the heat to handle standard conditions of operation. • Model 383 Automatic Expansion Valves are made of drop forged brass, an extra-quality feature that eliminates all possibility of seepage leaks. • Valve bodies are dehydrated under vacuum in electric ovens. • Interior is absolutely dry for new

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Atlanta  
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## Luxury Tax Not Justifiable

**W**ITHIN the next few weeks the Senate Finance Committee will decide whether or not to continue for another two years the 5% "luxury tax" on household refrigerators. Inside advice from Washington is that the tax will probably be continued. The committee is "open-minded" on the subject, however, and will gladly listen to arguments against it.

Senator Pat Harrison of Mississippi is chairman of the committee. Senator Prentiss Brown of Michigan is probably the most influential member, next to Senator Harrison. If it is your belief that this 5% tax will make it more difficult for low-income families to enjoy the benefits of health protection through adequate refrigeration, write to either of these two gentlemen, and tell them about the situation in your territory.

### If Fishing Tackle & Furs Aren't Luxuries, Why Refrigerators?

When this tax was passed, refrigerators were classed as "luxuries" along with cameras, sporting goods, jewelry, furs, and radios. Since that time, the tax has been removed from cameras, sporting goods, radios, and furs! If they aren't luxuries, how can household refrigerators be so classed?

The New Dealers have for years been publicizing the idea that what they are working for is better living conditions for the lower-income groups. Recently they have been talking about spending billions of dollars on a national health program, of which these "underprivileged" would be the chief beneficiaries. Wouldn't it be much simpler—and far cheaper—to make the health protection of electric refrigeration available to more of these "underprivileged" families?

### Shouldn't Penalize Health Protection for Underprivileged'

Doctors may argue like fury about socialized medicine, but they all agree on the benefits of properly refrigerated food. The majority of the complaints they receive usually can be traced to the

stomach; and this is especially true where adequate protection for perishable food is not available.

### Retail Price Lowered \$100 Since Law Was Passed

The refrigeration industry has done its part in making modern refrigerators available to lower-income groups. Since that tax law was passed, the average retail price of household refrigerators has come down almost a hundred dollars. If the tax were taken off, it would mean that low-income families could obtain a new refrigerator for at least two less monthly payments than are now required.

In thousands of cases, this is the margin between having and not having modern refrigeration. If the New Dealers (and the non-New Dealers in Congress) are predisposed to make the good things of life more available to the lower-income families, here is a marvelous opportunity to do so at relatively small cost to the federal government.

### Replacement Policy Taxed Through Weird Ruling

It should be noted also that the government taxes the replacement policy sold with all refrigerators which are guaranteed for five years. It has been ruled that the \$5 charged for this warranty is part of the selling price of the refrigerator.

This is obviously a mistake, and possibly is illegal. That \$5 goes into a cooperative insurance fund, which pays for machine replacement or service during the five-year warranty period. It means added value and money saving for owners, at small additional cost. It definitely is not part of the original retail price, even if in common practice it is paid at the same time the refrigerator is purchased.

### Removal of Tax Should Put Men Back to Work

John Hanes, assistant secretary of the Treasury, has been pressing for tax revision to aid industrial recovery. He is aware of the effective manner in which our complicated and burdensome tax structure is slowing up the industrial machine. In this instance, Mr. Hanes might find the household refrigerator industry an interesting study.

Last year the industry's business was off 46% from the previous year. As it gets down further into lower-income brackets, every dollar counts. In addition to spreading the benefits of modern refrigeration further among the people, taking off the luxury tax on refrigerators should appreciably stimulate the industry, and help put men back to work.

### QUOTED

#### Leave the Editors Alone

From Printers' Ink, March 23, 1939

Not satisfied with the often costly favors they receive from the business departments of publications, a rapidly growing number of advertisers are using pressure tactics on editors.

In the household magazine field several companies have notified editors that every time certain types of products are mentioned the description must be such as to identify the types as those made by these manufacturers. Otherwise, the implied threat is, the advertisers will use other media.

Food editors of women's magazines are finding it increasingly difficult to give readers satisfactory recipe serv-

### They'll Do It Every Time . . . By Jimmie Hatlo



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YOU'RE A SUCKER IF YOU LET 'EM GET AN APRON ON YOU. THEY'LL DRAG OUT EVERY PIECE OF CROCKERY IN THE HOUSE.  
THANKS TO CANADIAN JEANETTE, PA.

ice because so many food advertisers are demanding that their particular types of products be featured—or else.

There is not a successful publication today that is not feeling the uncomfortable pressure of advertiser demand for editorial concessions. As the pressure grows, more advertisers join, on the well-established theory of "if they get theirs we want ours."

Nothing that is happening in the field of advertising is quite so shortsighted and destructive. Every good publication is built on one main foundation stone: reader confidence. The less reader confidence a publication merits, the less valuable is it as an advertising medium. There is no surer method of killing this asset than to turn the pages of editorial over to the advertisers.

Thanks to the courage of editors and business heads, many publications refuse to allow pressure seriously to affect editorial content. But the concessions that have been made during the last few competitive years would shock the founders of a number of publications that succeeded because of their editorial independence.

Where the blame lies is not easy to determine—nor is it important. Advertisers blame agents, agents blame publishers—and publishers put the burden on both advertisers and agents. Regardless of the responsibility involved, the advertiser himself can kill the dangerous practice.

If advertisers have any respect for advertising and any regard for its efficiency they will leave the editors alone.

### LETTERS

#### Clear Analysis of "What's Wrong"

Peerless of America, Inc.  
515 W. 35th St., Chicago, Ill.

Publisher:

Having spent the past two months in traveling around, I have not kept up with the current issues of the "A.C.R.N."

Just read the editorial of the March 22 issue, "Once a Sucker—Always?" Allow me to congratulate your paper and staff for its very fine editorials, of which this particular one is certainly a very clear and concise analysis of *What the Hell's wrong with the good old U.S.A.*

ART HORSEY

#### More Patents on Life's 'Discovery'

Glenn Muffly  
132 S. Kensington Pl.  
Springfield, Ohio

Editor:

Further data regarding the "new" idea in refrigeration as publicized in Life:

The following U. S. Patents show it:

484,983 issued Oct. 25, 1892 to W. C. Trussell.

450,862 issued April 21, 1891 to Robert R. Graf.

661,851 issued Nov. 13, 1900 to H. B. Cornell.

This is by no means a complete list of the patents on the endothermic reaction idea, but it shows something

of how "new" it is. The first one mentioned includes bicarbonate of soda in the one claim. No doubt Mr. Sherton's other ingredients, which he is keeping secret, will also be found in the old patents.

GLENN MUFFLY

#### Nicely Handled

The Virginia Smelting Co.  
Boston, Mass.

April 18, 1939

Editor:

I want to compliment you on the presentation in your issue of March 29 of the material referred to in the publication *Life*, which appears on page 18 of your issue.

I want to thank you for the way you have handled the information furnished to you by our Mr. Binns.

F. A. EUSTIS,  
Treasurer

#### Pre-Cooled Canning; Also Epilepsy

A. G. Innes  
294 Union St.  
Simcoe, Ontario, Canada

Sirs:

I am trying to get some information on two subjects and thought that possibly you may know where this information could be obtained.

The first subject is epilepsy. Do you know of any place where temperature and humidity control is used as a cure or part cure for this malady? Or do you know of any statistics on the subject such that there are more cases in some sections of the country than another?

The second subject is in connection with frozen foods. Do you know of any canning plant where fruits, vegetables, or meats are frozen, probably previously to canning, so as to reduce the seasonal rush, thus making work steadier for employees?

Thanking you for your trouble in advance, I remain an interested and sincere reader of the "News."

A. G. INNES

Answer: Can any of our readers furnish information for Mr. Innes on either of these two subjects?

#### They Want It Free In Mexico

American Chamber of Commerce of Mexico, A.C.P.  
Mexico, D. F.

Circulation Manager:

There is no place in Mexico where an issue of a newspaper or periodical printed in the English language reaches so many people as in the reading rooms of the American Chamber of Commerce of Mexico. American periodicals have a definite interest and appeal to English reading Mexicans by whom they are perused, not alone for their text, but often for the express purpose of contacting their advertisers. They come into the hands of the Chamber's members and are available to traveling representatives of American business houses, and to the tourists who, with all other American publishers in this country, make the Chamber their official headquarters.

Many of our most important American publishers have been happy to cooperate with us by placing the

name of our organization on their free mailing list, and for years we have received their publications regularly, they recognizing the practical value of such distribution for their advertisers and for their circulation department.

We have had and continue to have inquiries for *REFRIGERATION News*, which we find we are not receiving. Will you be agreeable to putting us on your free mailing list and sending us your publication regularly?

We feel that your company should assist us in bringing all American literature possible to this country to help combat propaganda of other countries, and to help American business in Mexico. By so doing you do a great service to the American manufacturer, your advertisers, and at the same time give your advertiser the advantage of an extensive circulation through our reading rooms, etc.

We might say that all issues over a month old are sent to the American Hospital and to the American Club of this city. This also should be of interest to you.

It is the sincere belief that in co-operating with us in our service to American-Mexican business the advantage obtained will be well worth your while.

H. O. JOHNSON,  
Secretary and Manager

Answer: Sorry, we have no free list, but we are sending a package of back issues as sample copies.

#### Nema Executive Approves Specifications

National Electrical Manufacturers Association  
155 East 44th St.  
New York, N. Y.

Editor:

Your 1939 specifications came in with the March 29 issue of the *News*. I like the way you handled the Nema section and the data on the additional companies.

Would you mind sending me one or two extra copies of your specifications for my file?

BRUCE A. FLEMING,  
Executive Secretary

#### Subscribers Speak

Safford, Ariz.  
April 6, 1939

Sirs:

Inclosed is my check for two more years subscription to *AIR CONDITIONING & REFRIGERATION News*.

I like the magazine very much and look forward each week to the next issue.

M. A. BURCHER

Gamble Skogmo, Inc.  
Operating  
Gamble Stores  
West Bend, Wis.

Editor:

I am enclosing 25 cents for which please send me a copy of your *AIR CONDITIONING & REFRIGERATION News*. The copy I wish is the one which gives the specifications of household refrigerators.

I have before me a copy of your paper of March 17, 1937, which proved very helpful in our sale of refrigerators.

MARVIN CULP

## Distributor-Dealer Doings

### Liquid Air Cocktails, 'Plenty of Nothin'" At Opening of New G-E Distributorship

NEW YORK CITY—Liquid air cocktails, so cold they would sear the throat of the hardiest Eskimo, and a bottle of "nothing" which paradoxically contained quadrillions of molecules of assorted rare gases, were part of the fare served up to guests at a luncheon announcing the appointment of Blagden Brothers, Inc., as distributor of General Electric heating, cooling, and air-conditioning equipment for New York, Bronx, and Westchester counties.

The bottle of "nothing" was prepared by the G-E research laboratory in Schenectady, and was as near a perfect vacuum as all the facilities of that organization could make it. It served in place of the more conventional bottle of champagne as a christening-piece for the new distributorship, and was broken with a loud report over the "prow" of the newest G-E packaged air-conditioning unit.

Making the point, application-wise, that air is not always as empty as it looks, Elliott Harrington, head of G-E's cooling sales, disclosed that the "empty" bottle had contained 370 quadrillion molecules of various gases, including five million molecules of xenon, a gas so rare that only a few cubic centimeters of the pure

gas are in existence. Also present in the small glass receptacle had been proportionate quantities of oxygen, argon, carbon dioxide, neon, helium, and krypton, which the vacuum pump had been unable to remove.

The liquid air "cocktail" was the climax of a number of demonstrations prepared by William A. Gluesing, of the General Electric research laboratory, Schenectady, and shown to those assembled as a partial preview of the G-E "house of magic" shortly to be presented at the New York World's Fair. Also on display was the largest motor ever built to operate exclusively on sunlight.

As a final Fair touch, the group was introduced to Harwa, a 2,800-year-old Egyptian mummy, who arrived in the afternoon by plane from Chicago's Field Museum, en route to the Fair to become part of an x-ray exhibit.

Offices of Blagden Brothers, Inc., are located in the Time and Life building, at 9 Rockefeller Plaza. A. S. Blagden is chairman of the board; Thomas Blagden, president; B. D. S. Blagden, vice president; and Kerby Saunders, vice president and general manager of the new organization.

### 17 Dealerships Added To Kelvinator Ranks

DETROIT—Appointment of 17 new dealers was announced this week by Henry W. Burritt, vice president in charge of sales of the Kelvinator division of Nash-Kelvinator Corp.

The new dealers are:

R. H. Eddy, Clarendon, Ohio; Fullerton Furniture Co., Huron, S. D.; Perry & McGee Furniture Co., Seminole, Okla.; Asleson's Hardware Store, Stoughton, Wis.; M. E. Robertson, Madison, Wis.; Carthage Furniture Co., Carthage, N. C.; S. H. Lewis, Aynor, S. C.; Anderson Furniture Co., Des Moines, Iowa.

L. H. Perrinjaquet, Edgewood, Iowa; Watson Appliance Sales, Genoa, Ill.; Fritz Carlson Co., Batavia, Ill.; Parke Snow, Inc., Waltham, Mass.; Parke Snow, Inc., Somerville, Mass.; William G. Webber, Salem, Mass.; Acme Refrigeration Co., Roxbury, Mass.; Parke Snow, Inc., Roslindale, Mass.; and Banet Radio Exchange, Boston.

### Dealer Is Acquitted In \$2,000 Injury Suit

SOUTH BEND, Ind.—A Superior Court jury has acquitted D. H. Martin, local electrical appliance merchant, in a \$2,000 suit brought against him by Ike Shankerman, a South Bend citizen, in behalf of his son.

Mr. Shankerman charged that Mr. Martin's negligence in giving a sidewalk demonstration of an electric washing machine a year ago had resulted in an injury to the Shankerman boy's hand.

### Spicer & DeAngelis Form Refrigeration Sales Co.

FRAMINGHAM, Mass.—Refrigerator Sales & Service Co., Inc. has been organized here with Charles B. Spicer, president, and Arthur E. DeAngelis, treasurer.

## Cooling Firm Gets Off To 'Hot' Start



Left: W. A. Gluesing, G-E research man, pours a "liquid air cocktail" at the luncheon announcing the appointment of Blagden Bros., Inc. as G-E air-conditioning distributor in New York City. On the table is the largest motor ever built to operate exclusively on sunlight. Center: Thomas Blagden christens a new conditioning unit with a bottle of "nothing," as Elliott Harrington, head of G-E cooling sales, blinks. Right: G. E. Simons of G-E X-Ray Corp. with Harwa, 2,800-year-old mummy.

### Leonard Appoints Seven New Distributors

DETROIT—Appointment within recent weeks of seven new distributors for Leonard refrigerators is announced by Ray Legg, general sales manager. They are:

Kemp Electric, Rochester, N. Y.; Nashville Chair Co., Nashville, Tenn.; Estes-Maytag, Missoula, Mont.; Stillman Drygoods Co., Fort Wayne, Ind.; Kirby & Steele, Butte, Mont.; R. B. Wall Co., Wilkes-Barre, Pa.; and the Cahn Electric Co., Inc., Shreveport, La.

### Ben Rubin To Manage Tiedtke's Department

TOLEDO—Ben Rubin has been named to the newly created position of merchandising manager of the home furnishings department of Tiedtke's department store here. The company is a Kelvinator dealer.

Mr. Rubin, for years associated with Bloomingdale's store in New York City, resigned as manager of the Grand Leader, Fort Wayne, Ind., to accept the Tiedtke offer.

### New Appliance Store Is Opened In Aurora

AURORA, Ill.—The Aurora Appliance Store opened here recently at 1 Downer Place. A full line of Westinghouse products will be carried, as well as a complete stock of radios and accessories. Philco and Zenith radios are featured.

### Appliances Displayed In City Hall

BURLINGTON, Vt.—Cooperating with local electrical appliance dealers, Burlington's City Light Department is maintaining a display of appliances in its office at the City Hall. To keep public interest high, the department changes the display frequently, and offers to supply interested parties with free information on any electrical appliances or equipment.

### Checker Electric Moves To New Store

IOWA CITY, Iowa—Checker Electric Shop here has just moved to an attractive new store, where it carries a full stock of refrigerator, range, and radio models, impressively shown under diffused lighting. C. R. Telander is manager of the store, and Edith Springmeier has charge of floor sales.

### B. M. Hanley Named Buyer For McCurdy's Store

ROCHESTER, N. Y.—B. M. Hanley, formerly associated with the Kelvinator automatic heating department, is now major appliance buyer for McCurdy's department store here.

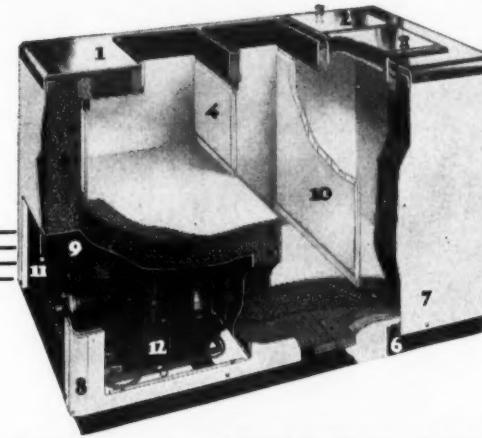
### Hahn & Doll Appointed Dealer

OLNEY, Ill.—Hahn & Doll has been appointed Norge refrigerator dealer in this area.

### Taylor & Freeman Made Hotpoint Distributor

RUSTON, La.—Joel Taylor and Joseph L. Freeman, both of Shreveport, have organized the North Louisiana Appliance Co. here and have opened display rooms and offices on North Vienna St. The firm has been appointed Hotpoint distributor in northeast Louisiana. Mr. Freeman handled Hotpoint refrigerators in the Shreveport area as a sales manager of a distributor there for several years.

## PLENTY to Show... NOTHING to Hide



### X-Ray View of SAVAGE QUALITY\*

Engineered to the exacting needs of the ice cream industry, SAVAGE Thrift Cabinets reflect the precision manufacturing for which Savage has been noted for over 40 years.

We invite you to test a SAVAGE ARMS CORPORATION

### REFRIGERATION DIVISION

Utica, N. Y., U.S.A.

Manufacturer of  
Ice Cream Cabinets  
Truck Refrigeration  
Conversion Plate Assemblies

SAVAGE alone  
OFFERS  
4-WAY THRIFT

\*These Designs and Construction Features are Identical in ALL SAVAGE Thrift Cabinets.

1. One-Piece Stainless Steel Top.
2. Condensation-Free Flip Lids.
3. One-Piece Mortised Sub-Top.
4. Removable Liner and Evaporator.
5. Four-inch-thick Finest Cork Insulation.
6. Rigid Steel Frame Construction.
7. Individual Removable Bonderized Panels.
8. Easily Removable Corner Strip.
9. Balanced Twin-Cylinder Compressor.
10. Large-Area Evaporator Plates and Jelly Tanks.
11. Doubly Accessible Service Compartment.
12. Automatic Safety Signal.

*Guaranteed Pure and Dry . . .*

**Artic** The Preferred METHYL CHLORIDE for Service Work

PROMPT SHIPMENTS From Stock Points - COAST-TO-COAST Distribution



E. I. DU PONT DE NEMOURS & CO., INC.  
The R. & H. Chemicals Dept.  
Wilmington, Delaware  
District Sales Offices: Baltimore, Boston, Charlotte,  
Chicago, Cleveland, Kansas City, Newark,  
New York, Philadelphia, Pittsburgh, San Francisco

# Major Appliances

## Electromaster Announces Ranges, Water Heaters

DETROIT—A complete new line of electric ranges and water heaters is being introduced for 1939 by Electromaster, Inc.

Topping the electric range line is the model 220, a deluxe range which has an individual pilot light for each surface unit, and a "lumiline" table top light.

Combined oven control clock and minute interval chime also are features of the range, which has three Electromaster-Chromalox surface heating units, and a six-quart "vitamiser" deep-well cooker.

Condiment jars, alongside the clock and timer, are in four different pastel shades, and are illuminated from below by the table-top lamp.

The range is said to have an extra-large storage space, and is equipped with a warming unit, sliding wire basket, broiling rack and tray, reversible oven rack, and no-stain vent. Oven is heated by a mono-unit.

Base of the range is recessed, to give additional toe room, and hardware is of streamline design on door handles and throughout the unit.

The new Electromaster water heaters are round, a style not used formerly by the company, and are available in all sizes from 30 gallons to 80 gallons.

## February Range Sales 19% Above 1938

NEW YORK CITY—Electric range shipments reported by 17 manufacturer-members of National Electrical Manufacturers Association for February totaled 26,944 units, 19.1% above shipments for the same month last year (22,628 units). Sales for the first two months of the year were 54,877 units, 33.4% more than the 41,128 unit sales recorded for the corresponding period of 1938.

Michigan and Pennsylvania again paced the field in sales-by-states, being the only states in which sales for the month exceeded the 2,000-unit mark. Running fairly close in third, fourth, and fifth positions, however, were Illinois (1,972 units), Ohio (1,843 units), and Missouri (1,469).

## Sales of Vacuum Cleaners Mount In February

CLEVELAND—Sales of vacuum cleaners amounted to 112,322 units during February of this year, reports C. G. Frantz, executive secretary of Vacuum Cleaner Manufacturers' Association. This is an increase over both January, 1939, when sales were 102,599 units, and February of last year, when sales totaled 106,704.

## Standard Introduces New Line of 5 Ranges

TOLEDO, Ohio—Newly designed throughout, and incorporating such features as recessed oven burners which increase the amount of usable oven space, five-heat Chromalox surface units, portable cookers as standard equipment with some models and available for use with all, and a new louver-type lamp assembly including either a "minute-minder" or a clock, the five-model 1939 line of Standard Electric ranges now is on the market.

A removable switch plate makes these ranges completely serviceable from the front. All models are of the cabinet type, finished in white porcelain enamel with acid-resisting porcelain enamel cooking top and blue-black porcelain enamel oven lining.

According to Harry H. Venable, sales manager, the company's distribution policy is as adaptable to any type of merchandising outlet as the models in the Standard Electric line are to any type of range prospect.

## W. C. Jones Will Assist Erickson At Bendix

SOUTH BEND, Ind.—W. C. Jones has been appointed assistant advertising and sales promotion manager of Bendix Home Appliances, Inc., aiding Parker H. Erickson, advertising and sales promotion manager, in the development of contests, advertising plans, and promotional activities.

## Shelves Like Those In a Refrigerator



Back-shelf objects are easy to get at in G-E's new kitchen "storage appliances," for shelves are of wire, permitting the housewife to reach up and under. Corner window shelves afford space for flowers or what-nots. Special condiment shelf provides handy space for small container storage.

## G-E Designs Kitchen Cabinets To Harmonize With Appliances In All-Electric Kitchens

CLEVELAND—Designed as a "logical complement" to the various G-E appliances which compose the complete electric kitchen, a new line of kitchen cabinets, or "storage appliances," has been introduced by General Electric Co.

According to Webb Theleen, manager of the G-E washer-disposal sales section, the cabinets have been designed according to specifications outlined by consumers, and incorporate features of flexibility and ease of installation.

The new cabinets can be made to fit any room to a fraction of an inch, it is claimed. Although the separate cabinets are standardized the complete kitchen has a custom-built appearance by virtue of the variety of cabinet widths, finishes, and accessories. Top and base cabinets come in 15, 18, 21, 24, and 30-inch widths, and top cabinets are 18 or 30½ inches in height.

### INSTALLATION SIMPLE

Simple installation is provided by furnishing each section as a completely enclosed, rodent-proof steel box, which slides in and bolts to a simple furring. Installation cost is much lower than for previous kitchens, it is claimed. Base cabinets are furnished with doors or drawers.

The new cabinets are simple in design, harmonizing with the 1939 G-E refrigerators, ranges, and electric sinks, and have hardware in the same motif.

Features include concealed spring-action hinges; adjustable shelves with a choice of wire or one-piece shelf construction; adjustable sliding shelves in base cabinets; automatic interior lighting in both top and base cabinets; interchangeable drawers; all-steel construction; white Glyptabak finish; work surface illumination; and roller-bearing drawer guides.

### COMPLETE ACCESSORIES

Accessories range from cup hooks and cutting boards to a planning desk and kitchen chair. They include a cutlery tray, bulk storage bin, cup racks, condiment shelves, pan cover file rack, bread and cake box, waste basket, detergent rack, corner decorative shelf sections, grilled doors, broom cabinets, linen cabinets, plate warmer, and recipe cabinet. A choice of colors in work surface linoleum is offered.

The adjustable wire shelves offer no barrier to interior lighting, and are a convenience to a reaching housewife in that she can move jars and cans by reaching through the wire. Concealed hinges and flush design make for easy cleaning.

Condiment shelf is of the expanding type, allowing greater room and visibility for small containers. Work surface lighting and convenient ap-

ppliance outlets are out of sight. Interchangeable roller bearing drawer guides are said to make possible 11 different drawer combinations.

Bulk storage bins are removable for easy filling and cleaning, and there is a simple "filing drawer" for pan covers. Recessed toe space, finished in scuff-resisting black Japan, eliminates tiresome leaning over work surfaces. The metal waste basket, fixed to the interior of a door, is removable.

The planning desk has tubular steel legs, linoleum-covered surface, and a steel recipe cabinet, and the kitchen chair is of tubular steel. Kitchen decoration is made easy and inviting by the steel corner window shelves, to support colorful flower pots and dishes.

## Kelsey Heads Radio Sales For Stewart-Warner

CHICAGO—L. L. Kelsey has been appointed sales manager of the radio division of Stewart-Warner Corp., a newly created post, and C. P. Galloway has been named assistant sales manager.

Radios formerly were included in the home appliance division, of which John F. Ditzell continues as sales manager.

District managers named for the radio division include H. P. Dunkly, northeast; B. R. Peacock, east central; S. H. Rogovin, southeast; D. A. Lewis, west central; A. D. Gaines, southwest; and Spencer Reese, west coast.

## ATTENTION !!

**MANUFACTURERS—EXPORTERS**  
Thoroughly experienced Sales and Service Engineer capable of Merchandising, Laying out, Diagnosing and Servicing Household, Commercial and Industrial Refrigeration Equipment. Several years foreign trade experience with extensive travel. Speaks Spanish and French. Robust health and sober habits. At present employed, desires connection with responsible firm with opportunity for advancement. Write Box 1144, Air Conditioning & Refrigeration News.

**Dayton**  
**V-BELTS**

Silent, vibrationless, dependable, long-lasting. Powerful grip prevents slippage. A nearby distributor carries a complete stock for appliances and machines.

**THE DAYTON RUBBER MFG. CO., DAYTON, OHIO**  
World's Largest Manufacturer of V-Belts

# KOCH REFRIGERATORS

"We have found your paper an ideal medium for introducing new products. One full page ad launched our Dry Storage Beverage Coolers, the Zerostream line, and intermittent small space has carried it along as a profitable volume product.

"Our new display case, the American Royal, was announced to the trade through your paper. This is typical of our experience. During the last few years we have successfully presented all our new products through your paper.

"Such announcements are not only of value in bringing inquiries. Our sales organization covers the nation and extends to many foreign countries. Our estimates show that more than 3,500 men are selling Koch Equipment through our various distributing channels. One announcement in the "News" reaches all these representatives more efficiently than in any other way."

— M. Mayer, Pres., Koch Refrigerators

Subscribers of the News are constantly alert to the appearance of new products on the market. They are keenly interested in new models, changes in prices, changes in marketing plans, and other news of the industry. They form an unusually responsive audience for advertisers and they represent buying power.

**Air Conditioning & Refrigeration News**  
"The Newspaper of the Industry"

# Commercial Field Surveys

## Commercial Picture In 2 Middle West Cities Seems Fairly Encouraging

Further surveys of the commercial refrigeration sales situation in the Middle West are presented in this issue. Staff members of AIR CONDITIONING & REFRIGERATION NEWS compiled these "on-the-spot" reports of Omaha, Neb. and Kansas City, Mo.

By Phil B. Redeker and Robert M. Price

### OMAHA, NEB.

Commercial refrigeration business, while far from breaking any records in the Omaha territory, has been pretty fair so far this year, all things considered, according to information gleaned from distributors and dealers.

By "all things considered" is meant two principal factors which have held back business—the drought in Nebraska which is keeping the farms rather poor, and the cold spring weather which the community was having.

### Baker Going Along Very Steadily

Omaha is the headquarters, both in sales and manufacturing, for the Baker Ice Machine Co., manufacturer of commercial refrigeration systems.

Baker is going along very steadily—in fact, its steadiness is worth comment. According to J. M. "Jack" Fernald, veteran industry executive who is Baker's general manager, there has been no labor turnover in the Baker plant in 18 months. What this means in terms of labor relations, and the creation of social security reserves, can be left to the imagination of other plant executives.

"In view of the fact that this is a seasonal industry," Mr. Fernald said, "the record is quite remarkable. While we did strive to accomplish this result, I must say that we were probably pretty lucky to have a continuing volume of business that made it possible for our plant to keep running at a steady pace."

Those who know how the Baker management operates, however, are inclined not to give so much credit to chance as to the astuteness of the factory executives in analyzing the requirements of a new market or type of application, and going out after that business in an aggressive fashion.

(There is a thought for commercial refrigeration distributors and dealers in that outlook.)



That's what this super-market at Macon, Ga., gets with its Frick cooling system, the work including.

- (1) Air Conditioning
- (2) Ice Making
- (3) Carload Storage
- (4) Freezer Storage
- (5) Cooling Display Cases

Let Frick Refrigeration give your business similar super-service: write



and a good share of Nebraska, Major Appliances, Inc., has one of the most completely rounded lines of any distributor in the business today. In its commercial division are handled Frigidaire commercial refrigeration, Tyler and Hussmann commercial refrigerators, Delco-Frigidaire complete year-around air-conditioning and automatic heating equipment, and a stoker line.

The company is headed by M. S. Livingston, and a detailed story about some phases of the operation of the commercial division has been told in a story which is published on page 5 of this issue.

### KANSAS CITY, MO.

On the whole, Kansas City presented a fairly bright picture in commercial refrigeration so far this year, at least the dealers and distributors interviewed gave a more optimistic report than had been found elsewhere.

Of some significance was the statement by L. W. Roberts of Forslund Pump & Machinery Co., refrigeration parts and supply jobber, that his business had an increase over the similar period in 1938. When a jobber's business is up, it generally means that the commercial refrigeration dealer's business is going along fairly well.

### Koch Is Proud of Its Innovations

Officials of the Koch Refrigerator Co. are quite proud of several innovations in commercial refrigerator design and manufacturing which their company has made—methods of forming the all-metal frame with an absence of "through" members, the way in which the thicknesses of glasses are sealed in and how they are ventilated, the new "cool" lighting system in this year's model, etc.

They are also justly proud of their research department and their laboratory. (One of their latest research department stunts was to keep meats in one of their cases and similar cuts in another type of case, and then give plant employees a "blindfold" test on which cut looked the best after a certain period of storage.)

"If a man is paying from \$150 to \$175 a month for ice in his present equipment," says Mr. Madsen, "and you show him that he can buy and pay for new equipment at the rate of \$12 a week, the story is going to sink in if you keep pounding it in his head long enough."

Sometimes it takes quite a while for the idea to sink in, but one of Mr. Madsen's qualifications for a star salesman is that he keeps going back and repeating the story, telling the prospect how he is continuing to lose money.

Mr. Madsen believes that there is a place for the sale of new equipment in a small store that has been handling only groceries. Instance after instance can be cited to show that if such a store will put in a small display case for dairy items and a small line of cold meats, an increase in business will result almost immediately. Furthermore, the addition of the meats line means added profits that will more than pay for the case, Mr. Madsen says.

"I recently put in such a case, and it is costing the owner of the store only 75 cents a day to buy that case. He only has to sell a very few pounds of the meat line he added to pay for that."

### Prospects Pretty Fair

#### In the Country

A Kelvinator dealer handling the Koch line of commercial refrigerator cabinets, the A. M. Carney Co. has found things somewhat slow to start this year, but Mr. Carney is expecting a pickup when the weather gets warmer.

Mr. Carney works some salesmen out of the city, and is finding prospects pretty fair in the country, a number of "crossroads" stores being in the market for modernized fixtures. Only by personal contact can such a market be developed, says Mr. Carney, and he intends to keep concentrating on that market.

### Major Appliances Has Well Rounded Line

Frigidaire distributor for Omaha

told your correspondent was in town, being out in the extensive territory which he works, others in the office said he was doing very well, and was ahead of his quota for the year.

One of Mr. Smith's good jobs this year was for the Triway Produce Co., in whose warehouse he installed a 30-ton and a 20-ton system for general product storage, and 15-ton and 10-ton Freon systems for banana ripening work.

Another not-too-common job was the installation of new forced-draft cooling units in the aging cellar of the Muehlebach brewery here.

Mr. Smith has also found good business in equipping food stores in some of the smaller towns such as Columbus, Kan., Ft. Scott, Kan., and Joplin, Mo., it was said.

### 'Service Man Is the Key' Says Rice

Frank Rice, manager of commercial refrigeration sales for Frigidaire, reported sales as having been slowed up by the continued cold weather, but declared that generally the volume was about equal with 1938, with ice cream cabinet sales up about 25%. He thinks ice cream cabinet sales will be up substantially this year.

With respect to the sale of commercial units in the smaller towns in a distributor's territory, Mr. Rice has some very definite thoughts:

"The service man is the key to the situation," he says. "Only where there is a competent service and installation man or crew will a good job be done on commercial.

"I have proved this point by taking a good service engineer from one town and putting him in another, and the commercial sales started to move right away in the town in which the good man was working.

"The service man is constantly in touch with what's going on in the field. They can serve as 'birddogs' and what is more, they can lend a lot of weight to a sales argument with some such comment as:

"Why Jim, this old compressor is costing you too much to run, you know that. Why don't you let me bring a salesman out to look it over and give you an estimate."

"We're turning more and more to train the serviceman to be sales-minded, because we know he holds the key to the situation."

### G-R Successful In Bottling Plant Sales

This firm sells Lipman refrigeration equipment, and has had particularly good success with refrigeration systems for bottling plants.

According to R. C. Johnston of this company, it is easy to show definite savings in operating costs in the replacement of old equipment.

He points out that one of the big savings is one not so commonly called to mind, and that is the difference in condensing water costs.

Difference in operating pressures naturally will reduce substantially the amount of water necessary, and in addition there are new control fea-

tures that are important factors. The old ammonia systems had but two water control settings, full on or full off, while the new systems have a regulator which supplies water in accordance with the demand evidenced.

This same line of equipment can be followed over into the power equipment for the compressor. The old ammonia systems required a greater starting torque, and hence a greater power demand.

In addition to the savings story, the present-day bottling coolers themselves are much more efficient, and do a better and faster job than the old systems, Mr. Johnston pointed out.

### Trenton Auto Radiator Has 25th Anniversary

TRENTON, N. J.—Silver anniversary of its founding is being celebrated this year by Trenton Auto Radiator Works, maker of Kramer cooling and heating devices, with increased and expanded activity in every direction, reports Harry Klinner, sales manager.

Business volume is reported to be very favorable, particularly in the refrigeration and air-conditioning divisions. L. A. Burbank has been placed in charge of the company's newly opened Boston office, and Lance Underhill has been appointed to handle sales in the upper New York state area.

Two new catalogs are now on the press. One is on refrigeration equipment, featuring the company's triple-trough cooler for walk-in boxes, case coils, unit coolers, panel blowers, freezing ovens, condensers, water coolers, and ice makers. The other is an air-conditioning catalog, containing considerable engineering data on both heating and cooling, and featuring the Turbo-Fin blast coil, a new coil surface incorporating internal and external flow disturbances.

The company's test laboratory has recently been enlarged to afford practically double the previous working space.

The firm was founded in 1914 by Benjamin and Nathan Kramer.

### Anaconda Copper Refrigeration Tubes

for difficult jobs!



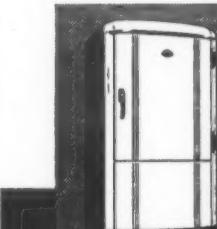
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PORCELAIN—with STAINLESS STEEL—or DULUX—with Porcelain Top and Display Section.

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Note: Stainless Steel in Storage Section



## NEW 1939 FEATURES

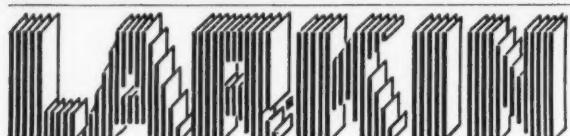
Tyler's original welded steel construction is still the most advanced in the commercial refrigeration field. And the 1939 line is the greatest ever. New improvements include wider doors, for greater accessibility; wider front glass for increased visibility and new, patented NON-GLARE lighting system for brighter display.

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See how low the cost of this scientifically designed unit that gives greater fin and tube area, higher relative humidity, less weight loss from stored products; get the new specifications—know why Larkin Humi-Temp Units are so much greater in efficiency, so much lower in operating costs. Write for New 1939 Larkin Catalog.

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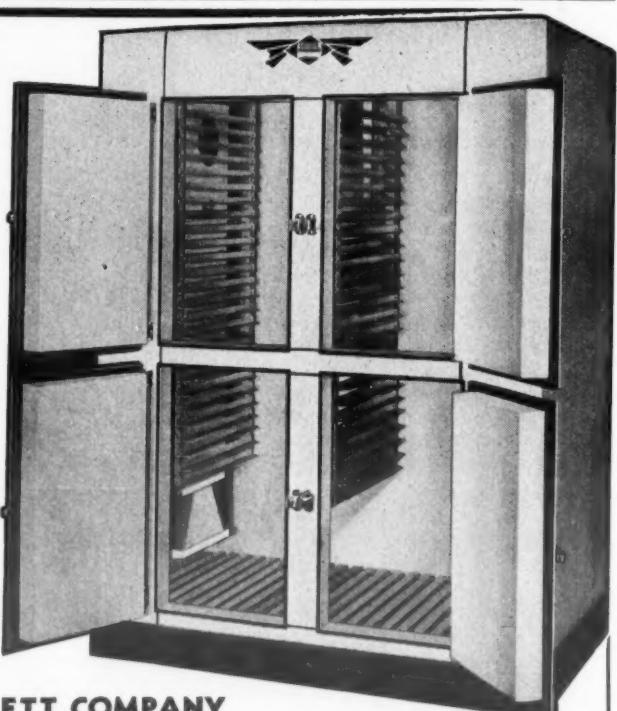
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A feature of Aminco Dehydrators is the use of female pipe threads which permit the use of any needed size S.A.E. connection.

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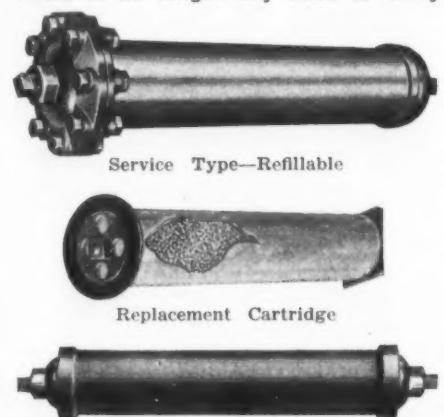
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Activated Alumina is standard fill, calcium chloride, calcium oxide or zinc moss supplied on order at same price.

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## Commercial Service

### Installing & Servicing of Controls For Instantaneous Water Cooler Fountains

In last week's instalment Arch Black and Dean C. Seitz discussed the 1937-1938 Bastian-Blessing soda fountains equipped with an instantaneous water cooler. The discussion is continued in this week's article with descriptions of the thermostatic expansion valve, thermostatic switch, water temperature regulating valve, and the surge tank.

This series on the installation and servicing of soda fountains, counter-type ice cream freezers, and frozen food cases is appearing weekly in AIR CONDITIONING & REFRIGERATION NEWS.

By Arch Black and Dean C. Seitz

#### The Thermostatic Expansion Valve

Fig. 4 shows a cross section view through the Frigidaire thermostatic expansion valve model TEV-20. Three of these valves are supplied as standard with each Bastian-Blessing 1937-1938 soda fountain. One is used on the ice cream refrigeration circuit, another on the water circuit, and the third on the bottle storage and jar enclosure circuit. The thermostatic expansion valve TEV-20 is a temperature-operated liquid control device.

There seems to be a general misconception by the layman concerning thermostatic expansion valves. The thermostatic expansion valve is not a refrigerant atomizer. It is an orifice-type pressure reducing valve. It permits liquid refrigerant to enter the refrigerating coil or cooler in such quantities as is required. Its function is exactly the same as that of a low-side float valve in which high pressure liquid refrigerant is permitted to enter one side of the valve, low pressure refrigerant capable of evaporating on the other side of the valve.

In order to avoid confusion at this time it should be stated that a small amount of liquid refrigerant evaporates at the exit side of the expansion valve due to the amount of heat which must be removed in cooling the liquid refrigerant itself from the inlet temperature to the temperature at the evaporator.

This gas is frequently referred to as "flash" gas. The changing of the liquid refrigerant from the liquid state to the vapor state is not accomplished by the valve itself. It is accomplished by the addition of heat causing the low pressure liquid to evaporate.

The thermal bulb (A) in Fig. 4 is fastened to the suction line inside the refrigerated case. Care should always be exercised to see that the capillary line connecting the valve with the thermal bulb does not come in contact with any surface colder than the thermal bulb.

#### The Thermostatic Switch

The temperature control, Fig. 5 [6] on Fig. 3 (April 19 issue) is a Frigidaire thermostatic switch part No. 1122047. It is equipped with motor-overload protector, to protect the motor against overload condition. To prevent burned out motors make sure that this heating element is of the proper size.

All current passing through the switch passes through this element. When the motor becomes overloaded, more current will pass through the element than normal. The elements then heat up, melting the solder on the motor protector and the switch opens.

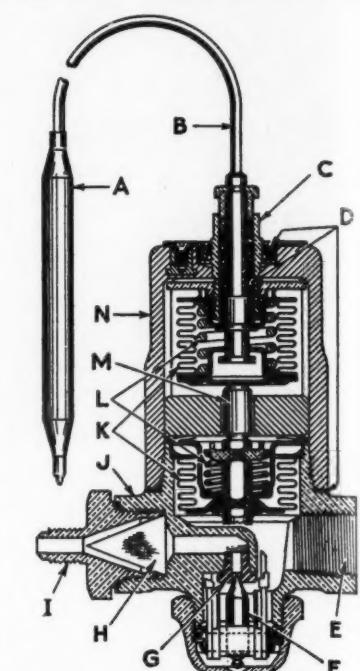
There is an opening in the switch cover through which a fiber rod protrudes. When the overload element opens the switch this fiber rod will protrude through the cover. The switch is reset by hand by pushing the rod. If the protector continues to open the switch, then remove the cause of the overload.

The switch is also equipped with a high pressure cut-out. Should the head pressure build up too high due to the failure of the water supply to the condensing unit, air in the system, hot water through the condenser, etc., this element opens the switch through "H." A  $\frac{1}{4}$ -in. copper tubing line must be run from the condensing unit head to the switch as

a length of  $\frac{1}{4}$ -in. liquid line coiled inside the enlarged section of the suction line. During normal operations of a thermostatic expansion valve, a small amount of refrigerant vapor must come in contact with the bulb of the thermostatic expansion valve in order to close it. This cold refrigerant vapor normally would pass through the suction line and very likely cause it to frost. This frosting would melt on the floor and become very objectionable to the customer.

The purpose of the heat inter-

Fig. 4—Expansion Valve



Cross-section of Frigidaire thermostatic expansion valve model TEV-20.

changer is to cause the small amount of refrigerant vapor which gets past the thermal bulb of the thermostatic expansion valve to do efficient work. By permitting this small amount of refrigerant vapor to cool the warm inlet liquid, no loss of efficiency is permitted.

Obviously a heat interchanger will not compensate for a poorly adjusted expansion valve. An expansion valve which is open so wide that too much liquid refrigerant is entering the evaporator will probably frost both the suction line and the crankcase of the condensing unit.

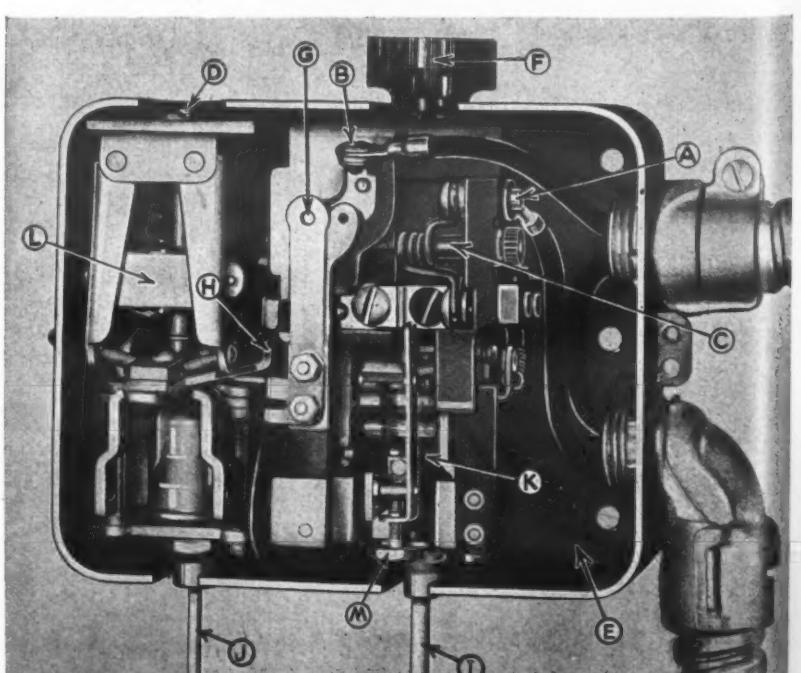
Under these conditions the heat interchanger cannot be expected to use efficiently all of the refrigerant which passes through it. It is designed to handle only the normal amount of refrigerant which gets past the thermal bulb before it has an opportunity of closing the thermostatic expansion valve.

The heat interchanger on the 1938 Bastian-Blessing soda fountain is shown as point (3) in Fig. 3 (April 19 issue). It is located on the rear wall of the bottle storage compartment and with the thermostatic expansion valve properly adjusted, frost will form on the heat interchanger but will not extend any farther down the suction line.

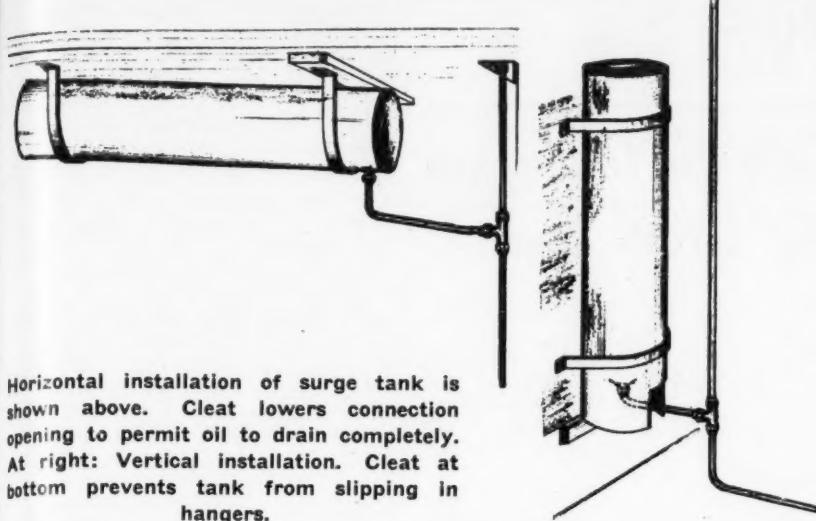
#### Check Valve

A check valve is installed in the (Concluded on Page 15, Column 1)

Fig. 5—Temperature Control Switch



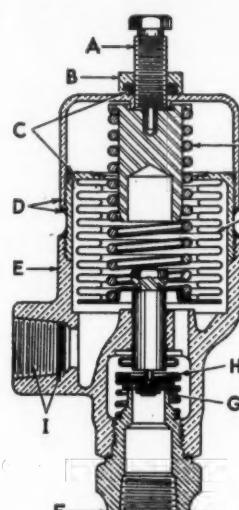
Frigidaire thermostatic switch supplied with 1937-1938 Bastian-Blessing soda fountains. This switch is equipped with a motor-overload protector.

**Fig. 7—Two Methods of Installing Surge Tank**

### Adjusting Water Valve & Installation of Surge Tanks

(Concluded from Page 14, Column 5) suction line leading from the ice cream refrigeration coil. It is shown in Fig. 3 at point (4). The purpose of the check valve is to prevent refrigerant gas from the warmer circuit (that is, the water cooling and jar enclosure circuit) from condensing in the colder ice cream refrigeration coil.

If the check valve were not installed an appreciable amount of

**Fig. 6—Water Valve**

Water temperature regulating valve maintains constant pressure on liquid refrigerant in water cooler.

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water cooler, the entire system would short cycle every few seconds unless a reservoir or surge tank was provided for the gas to fill.

Second, the surge tank equalizes the initial rush of gas from the instantaneous cooler, preventing the condensing unit from starting every time a glass of water is drawn from the draught arm. Due to this latter point a surge tank is occasionally referred to as an equalizing tank.

Two sizes of surge tanks are available with Bastian-Blessing soda fountains. The sizes are the 18 gal. and the 30 gal. The 18 gal. size is used whenever one condensing unit is connected to one water cooler regardless of whatever refrigeration equipment is connected to the same condensing unit. The 30 gal. size is used when one condensing unit is connected to

two instantaneous water coolers.

The surge tanks are thoroughly dried out, evacuated, and primed with a small holding charge of "Freon-12" when shipped from the soda fountain factory. Both of these sizes of surge tanks can be supplied in two styles, namely the vertical style and the horizontal style. The horizontal style should be used only when there is no convenient place such as the basement to locate the vertical style.

The vertical tank, which is shipped as standard, has its suction outlet at the bottom, and must always be placed in a vertical position. Never install a vertical surge tank in a horizontal position, for it will allow the tank to accumulate oil and eventually do damage to the condensing unit.

### Binks Develops New Thor Spray Gun

CHICAGO—The new Thor model No. 21 streamlined automatic spray gun, a completely redesigned version of its predecessor, model No. 10, has been introduced by Binks Mfg. Co.

Styled by Glenn W. Tamm, of Designers for Industry, in cooperation with the Binks engineering department, and looking more like a futuristic rocket ship model than a spray gun, this new device is said to incorporate radical improvements which eliminate dripping and spitting, and a positive action air plunger that gives spraying results equal to those of hand-operated guns.

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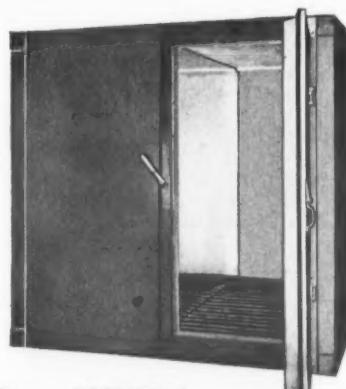
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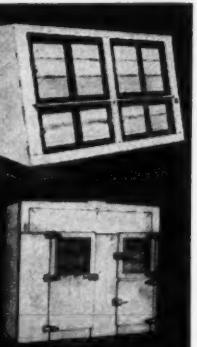
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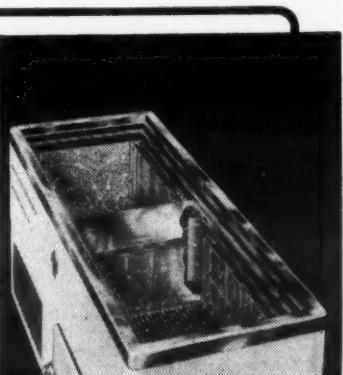
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AUTODRAF<sup>T</sup> UNITS for walk-in coolers

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If you already have volumes 1, 2, and 3, you should now have Manual No. 4 of the Household Master Service Manuals. Unusual service problems are discussed and clearly explained. In this volume you will find discussions on Absopure, Apex, Atwater-Kent, Coldspot, Copeland, Dayton, Fairbanks-Morse, Graybar, Ig-Kold, Iceberg, Liberty, Rice, and Servel. You need this book to round out your refrigeration library. 136 pages. Price \$1.00.

Business News Publishing Co.  
5229 Cass Ave., Detroit, Mich.

## Service News

### What Manufacturers Could Do To Improve Business Is Told By Service Men

(Concluded from Page 1, Column 1) the condensing unit, such as the coil, these jobs are pretty rare, it was declared.

"If there's a leak in the coil, or if the coil is to be changed, it is wise for the service man to change the whole system. The change of a coil only won't make much of a difference, in many cases, although there are some instances where old blower units can be replaced with newer type equipment, and real savings shown to the owner."

#### HAS TO BE SHOWN

The service engineer needs to be shown that there is money in selling replacement systems, several of the men suggested. As it stands now, the service engineer often feels that he gets many a good job because someone else has given the user a price on a replacement system which has seemed like too much money to the user, so the service engineer is called in to fix up the old system.

But he's willing to be shown that he can make more money out of selling replacements than he can in "fixin' up" the existing equipment.

"Tell us how to sell it, too," was another thought expressed.

#### REASON FOR HERMETICS

The Omaha service engineers made no bones about their distaste for hermetically sealed household refrigeration units, but at the same time they admitted that poor servicing had been one of the factors that had encouraged manufacturers of household electric refrigerators to start using the hermetic machine.

"There was a lot of punk service work done in the old days of the open units," said one who voiced the general sentiment of the group on this subject, "not only by the independent service engineer, but by the service man working for the authorized dealers. We can't blame the manufacturers for trying to solve that service problem with a hermetic unit."

#### PAST GUARANTEE PERIOD

"But we do think the manufacturer is being short-sighted when he fails to enable the service man to handle equipment that has gone out of the guarantee period. A number of those first hermetics are now out of the guarantee period, and they're the ones that will probably need the most service attention."

"What happens when one of these units that is out of the guarantee period goes wrong? Perhaps the dealer is out of business, or the user doesn't remember who the dealer is, and just looks up the name of a service company in the phone book.

"The service man looks it over, and decides that the trouble is in the sealed mechanism, which should either be repaired or perhaps replaced."

"The service man would be willing to play ball and put in a replacement unit, but he plays hell trying to get one, and he gets no discount on a replacement compressor if he is able to buy one. In other words, the manufacturer charges the service man just what he would charge the customer on an exchange of units. The service man would probably be very glad to make just a small profit on replacing a unit, and would much rather try to do it that way than by trying to repair a sealed unit."

#### REPAIRING SEALED JOBS

"But because the manufacturer isn't giving any help to the service company on this situation the independent is tempted to find ways to repair the sealed jobs, and to cut them open, which may not be so good."

"If the manufacturers of household refrigerators would just pass out a little more information about their equipment, and give the service engineer the right to buy replacement units to use on models out of the guarantee period, it should work out well for everybody, and help to keep a feeling of 'goodwill' on the part

about his business while waiting for a part to arrive."

Trade advertising should not be so competitive (that is, blowing up the merits of the maker's particular product), but should be more cooperative.

Highly competitive advertising often tends to confuse the serviceman, and leave him in the dark as to what he should do, whereas an educational type of advertising copy might lead him into using a new type of product more quickly.

### Michigan-Indiana Men Organize Service Group

SOUTH BEND, Ind.—Organization of the Michigan chapter of Refrigeration Service Engineers Society was completed here with election of officers April 10 at a dinner in the Hotel Hoffmann. The charter was presented to the 32 initial members by Willis Stafford, national director of Aurora, Ill., and E. H. White, secretary of the Illinois state organization, Elgin, Ill.

Refrigeration sales and service firms in South Bend, Mishawaka, Elkhart, LaPorte, Warsaw, and Michigan City, Ind., and Niles, Mich., are represented.

Local officers elected are: president, J. A. Pechi, South Side Electric Co.; secretary, L. E. McKee, Electric Refrigeration Co., and treasurer, E. E. Ullery, all of South Bend.

#### PRICE PROBLEMS

"It makes you feel pretty tough when you are quoting prices on parts and accessories which are needed to fix up a meat case, to have the butcher tell you he can buy the parts you specify from a refrigeration dealer for your cost or even less. The dealers ought to get only such parts and pieces as are needed to make the original installation on a certain piece of equipment."

Manufacturers can control this, the servicemen think, by specifying only a list price on such parts to the dealer, or if the net price is given, to require that the dealer adhere to and give out information only on a list price basis. The servicemen further think that the parts that go with the "unit" (the specific valves, fittings, controls, etc. for example on a display case) should be definitely specified in the service contract, and that other parts, such as tubing, are to be furnished by the installation man and are to be presented as part of his costs.

With respect to the manufacturers of refrigeration parts and supplies, the service engineers have these suggestions to make about their policies:

Put out catalogs giving list prices only.

#### LOOSE DISCOUNT SHEET

"The discount sheet should be loose, so we can keep it ourselves, and let no one else see it," the service engineers maintain. "If just a discount percentage schedule is given, we're smart enough to figure it out. But if a catalog giving both net and list prices comes out, it is sure to be seen by a customer, and we have a fine time getting our price."

Prompter service on requests for some specific part, and how or where it should be used. Cases were cited in which two months' time had elapsed before an order for a part was filled.

"Don't forget that refrigeration is needed every day. The user can't just shut down his plant and go

The Most Accurate Control Valve for Small Capacity Systems

The "TK" Thermo Valve  
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For Information on Motors  
FOR ALL TYPES OF  
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Advanced engineering,  
skilled workmen and  
precision production  
methods result in high  
quality refrigerating  
units.

Universal Cooler Corp., Detroit

BUSH FINNED COILS  
FOR  
COOLING - HEATING AND  
AIR CONDITIONING  
BUSH MANUFACTURING CO.  
HARTFORD, CONN.

PARTNERS FOR 15 YEARS

U.E.I. and Refrigeration  
Air Conditioning Industry  
For 12 years U.E.I. has supplied this industry  
with trained, competent shop mechanical  
service and installation men. Our graduates are  
trained as you want them trained.

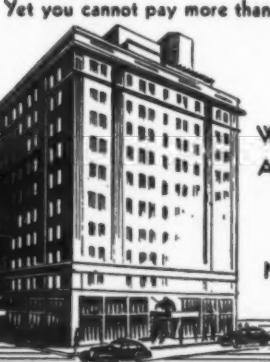
Free Placement Bureau  
U.E.I. trained men are  
available everywhere. Use our Free Placement  
Bureau when you need help.

UTILITIES ENGINEERING INSTITUTE  
404 N. Wells St. Established 1927  
Chicago, Illinois  
17 West 60th Street  
New York, N.Y.

## ECONOMICAL COMFORT AND LUXURY *Detroiter*

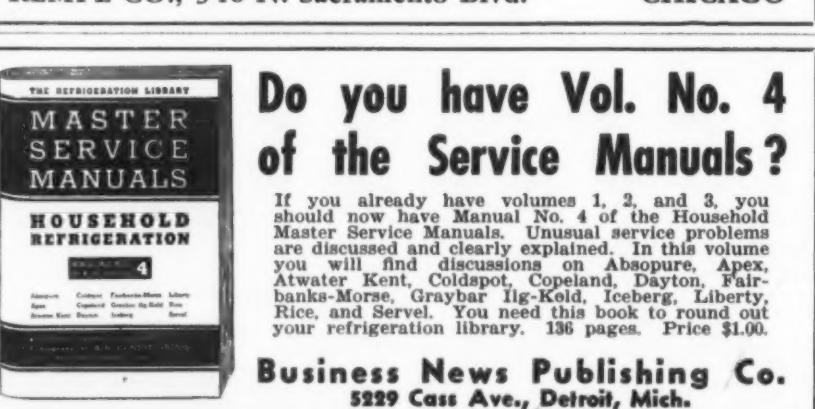
Stopping at the Detroiter means assurance  
of two things: Fine accommodations, and  
reasonable cost. The rooms are famous for  
tasteful furnishings and restful beds; and  
the hotel is noted for its cordial atmosphere.  
Yet you cannot pay more than \$3. single!

750 ROOMS  
WITH BATH  
\$1.50 TO \$3.00  
NO HIGHER  
Special Rates to  
Permanent Guests  
CONVENIENT TO  
EVERYTHING IN  
DOWNTOWN  
DETROIT



2560  
WOODWARD  
AT ADELAIDE

N.A. AGREE  
MNG. DIR.



## All-Product Servicing Will Feature Philco Convention In June

PHILADELPHIA — Servicing of television sets, as well as of radio, refrigeration, and air-conditioning equipment, will feature Philco's national convention here June 5 to 8.

A large section of the French Lick hotel has been reserved for these meetings which will be attended by service managers and staffs of Philco distributorships.

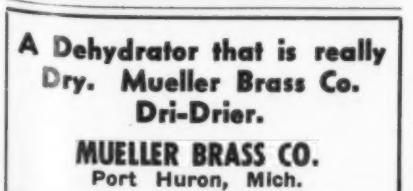
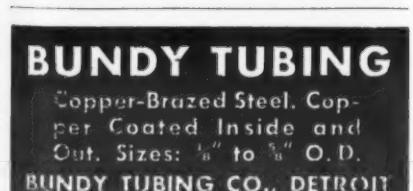
Television service problems and technique will be explained and expounded at the "television school." Philco's television experts will point out some of the contingencies and situations which may arise after the introduction of television receivers.

"The Philco television school," declares Robert F. Herr, head of Philco's parts and service division, "will acquaint the service managers of our distributorships with the technique and service aspects of television, which they, in turn, can utilize and pass on to their dealer organizations."

### Andrews Wins Tube Bending Contest At Syracuse

SYRACUSE, N. Y.—Welden Andrews of Joseph Cashier Co. here won first prize in a tube-bending contest conducted by Al Mitchell, Imperial Brass Mfg. Co. representative, at the recent meeting of the Syracuse chapter of the Refrigeration Service Engineers Society.

Bill Andrews, H. A. Persett Refrigeration Service, was awarded second prize.



## Stickers In Refrigerators Produce 85% Of Business For Service Firm

ST. LOUIS—Systematic distribution of stickers calling attention to the firm name, plus a steady round of home-concentrated advertising is the only effective method of producing a good volume of profitable service business, according to Lloyd L. Goodenough, manager of North Side Refrigeration Service here.

This company, franchised with Frigidaire for the last four years, features household, commercial, and air-conditioning repair service, and has built up one of the largest mailing lists in the west—20,000 names of refrigerator owners. Last year a total of 6,000 service calls were recorded, a drop of 1,000 from the previous year's business; but indications for 1939 are that service will reach a better point early in the year.

The North Side company has 10 servicemen, three specialists in commercial and air-conditioning installation, all with Frigidaire factory experience, and individual "followings" which Mr. Goodenough has found counts for a surprising amount of trade over a year's time. Rates are standard—\$2 for the first half hour spent in the customer's home, 60 cents per quarter hour afterward. Principal competition comes from "home servicemen," independent repairmen who work from basement shops, or sideline electrical retailers.

### DIRECT MAIL FAILS

Some time ago, in experimenting with methods of offsetting price competition, Mr. Goodenough tried a monthly direct-mail promotion to cover his entire 20,000 potentiality list. This proved of little value, with a maximum of 5% returns on the entire outlay. Even with a minimum cost per piece of 1½ cents, the outlay was prohibitive in view of returns.

Another attempt was made to build commercial accounts by offering a free monthly inspection service, in the hope of uncovering sufficient service needs to make up for the cost of maintaining one man on this accommodation. Neither of these attempts paid worthwhile results. Accordingly, since that time the company has concentrated advertising and sticker promotion on the home itself through service men, dealers, and a local drayage firm, with very good results.

Stickers, naturally, are the most important factor in keeping a steady volume of repeat business coming in. These are about 3 x 5 inches, printed in black and white, with the company's telephone number the most prominent feature. Stickers are of

material good enough to insure their lasting at least a year without replacement. One of these goes into every refrigerator sold by the Frigidaire company, the largest source, and into boxes sold by 22 dealers who cooperate with the service agency.

By far the most important trade asset, however, is a contract with the drayage firm responsible for Frigidaire delivery. Drivers or delivermen for this firm are issued 50 stickers per month, with the insistence that they be applied to the box in the customer's own kitchen, under her supervision.

On the delivery certificate is a proviso—"Sticker attached," which must be checked off before the delivery is acceptable. In this way, the service firm gets around 200 stickers per month into use, and is certain that the customer's attention has been called to it immediately upon her receipt of the box.

In addition, all service men place a sticker upon any box thus un-equipped, or replace worn ones. An important psychological point insisted upon is placing the sticker in the upper right-hand corner of the door interior panel, nearest the trays, where it receives the maximum attention and least wear. The customer's attention is always called to this while it is being placed.

### OTHER ADVERTISING

Approximately 85% of all calls can be traced to sticker use, according to the management, the remainder being attributed to a large display ad in the classified telephone directory, two ads per week in neighborhood newspapers, and special journals on cooking and kitchen management.

Mr. Goodenough does not believe in follow-ups or guarantee cards—for the simple reason that any note of thanks will make the customer listen to her box carefully, and think that she hears some noise which indicates faulty repairs. The same holds true with giveaway advertising—North Side leaves no thermometers or reminders other than stickers.

Service men for the firm wear white cord uniforms, and are put through a questionnaire twice yearly to keep them up-to-the-minute on repair details. Combined with the office's prominent location with a 75,000 car-a-week traffic passing, this keeps efficiency at a fine point. Any residential section in North St. Louis is within 20 minutes' drive, and all calls are answered within a half hour, or 40 minutes at the maximum.

## Hunyady, Kirch, Wally Win Tube Contest

PITTSBURGH—Elmer Hunyady won first prize of a set of Imperial Brass tools in a tube bending contest held here recently by Jos. Woodwell Co., refrigeration parts and supplies distributor.

John Kirch and John Wally were second and third respectively, each being awarded Imperial Brass tools, and a special consolation prize of an Imperial "Hi-ho" gauge set was presented to John Barbegal. Ten service men participated in the contest, which was directed by John Allman, Imperial Brass Mfg. Co. representative.

Jos. Woodwell Co., William's Co., William Orr Co., and Melchior, Armstrong, Dessau Co. donated the prizes. S. A. Rice and F. V. Golitz assisted Mr. Allman as judges. Speakers after the contest were C. V. Hale, A. H. Hoerner, "Red" Ladere, N. Scully, P. T. McCormack, and Mr. Lynch, manager of the Woodwell firm.

DAYTON, Ohio—A combination 12-page catalog, manual, and price list of Apex-Phillips screwdrivers and bits for electric, air, and spiral drivers has just been issued by Apex Machine & Tool Co. here.

Drivers for recessed head screws and slotted head screws, and power bits for 32 makes and styles of power drivers and hand drivers, are listed and illustrated in the book.

### New Inside Salesman

SYRACUSE, N. Y.—Steve Golden has been appointed inside salesman in the local branch of Central Service Supply, parts and supplies jobber.

## Temperature Map Shows Hot Weather Zones

NEW YORK CITY—Featuring a temperature map showing zones in which a maximum daily temperature of 70° F. or more prevails during the months of March, April, May, June, and July, an unusual mailing piece in color has been prepared by Matheson Alkali Works, Inc.

The map is of the United States as far west as the New Mexico border, and shows cities where Matheson maintains warehouses. The "hot weather prophet" map assists customers in deciding when to obtain their spring ammonia charge.

## 10 New Zone Managers Named By Evanoil

DETROIT—Appointment of 10 new zone managers for Evanoil division of Evans Products Co. has been announced by A. W. Shields, division sales manager.

Zone managers and their headquarters cities are: H. J. Waff, Sr., Chicago; C. L. Bradford, Chicago; O. P. Stuefer, Minneapolis; William Bailey, Kansas City, Mo.; H. A. Bobar, Denver; W. M. Birnbaum, Houston, Tex.; E. L. R. Smith, Baltimore; R. H. Boyer, Philadelphia; H. J. Waff, Jr., Norfolk, Va.; Clark E. Rucker, Oakland, Calif.

## THE BUYER'S GUIDE

# LOWER PRICES

OUR LARGE VOLUME AND EFFICIENT METHODS OF DISTRIBUTION PERMIT US TO QUOTE LOWER PRICES

Compare our prices. You'll save money by sending us your orders for AIR CONDITIONING and REFRIGERATION PARTS, SUPPLIES and EQUIPMENT

**THE HARRY ALTER CO.**  
1728 S. Michigan Avenue, Chicago, Illinois  
3 CHICAGO BRANCHES—NORTH, WEST, SOUTH  
NEW YORK DETROIT CLEVELAND ST. LOUIS  
161-163 Grand St. 5013 John R. St. 4506 Prospect Ave. 2910 Washington Ave.

## A-S-E Froz-n-Food Lockers ARE PROFIT BUILDERS FOR DEALERS and PLANT OPERATORS

A-S-E Froz-n-Food Lockers are designed and constructed to meet all the requirements of Cold Storage Food Locker Plants. They eliminate unnecessary maintenance costs frequently experienced when less sturdy constructed lockers, made from inferior materials, are used. Wide variety of types, sizes, and prices provide the practical answer to any plant layout problem.

Plant owners prefer A-S-E Froz-n-Food Lockers because they assure customer satisfaction. Dealers like to sell them because they provide extra income at no extra cost—do not require servicing—are a source of profitable repeat business.

Write For Complete Information About These Extra Profit Builders.

**ALL-STEEL-EQUIP COMPANY  
INCORPORATED**  
1426 Kensington Avenue Aurora, Illinois

With IMPERIAL FITTINGS the system remains tight!

THE success of any refrigeration or air conditioning system is absolutely dependent upon tight connections.

Imperial fittings in both S.A.E. flared type and solder type have been especially designed for refrigeration work.

Nuts, tees, elbows and crosses are made from brass forgings and will not crack or split. They are heavier and stronger than the standard S.A.E. fittings and are non-porous, eliminating seepage and season cracking. Tees and elbows have flats for wrench hold. On fittings with female threads made from rod, Imperial uses an extruded bronze rod. This extruded bronze is not subject to season cracking. Imperial solder fittings are forged with the exception of couplings and return bends which are made from drawn seamless copper tube.

Imperial Brass Mfg. Co., 565 S. Racine, Chicago

**IMPERIAL** Air Conditioning and Refrigeration Products  
VALVES • FITTINGS • TOOLS • CHARGING LINES • FLOATS • STRAINERS • DEHYDRATORS

ORDER FROM YOUR JOBBER

## THE BUYER'S GUIDE



### REFRIGERATOR DOOR GASKETS



Many types in molded and extruded rubber available for replacement use. Ask your jobber for copy of bulletin listing complete line. Manufacturers—let us work from your Blueprints.



465

General Offices  
420 North La Salle Street  
CHICAGO

JARROW PRODUCTS CORPORATION

Factories  
Chicago & Grand Rapids



### ROTARY SHAFT SEALS

Increased customer good-will and lowered cost of maintenance always follow the use of Rotary Shaft Seals. A trial will prove their superiority.

IMPROVED MODELS • LOWER PRICES • SEE YOUR JOBBER

**ROTARY SEAL COMPANY**  
803 West Madison Street, Chicago, Ill.

CONTINENTAL EUROPEAN OFFICE: Waldorpstraat 52, Den Haag, Netherlands. CANADIAN OFFICE: 382 Victoria Avenue, Westmount, Montreal.

### AMERICA'S BELT BIBLE™ FREE

This Gilmer  
Belt Catalog

Most complete f. h. p. belt catalog ever issued. 144 Pages. Belts for 4450 models, 135 makes of electric refrigerators listed by lengths, cross-sections, manufacturers' part numbers.

Your copy FREE

Send your Name and Address to  
L. H. GILMER COMPANY, Tacony, Philadelphia

ACTION-AIR®  
SYSTEM

### MAN WANTED to Sell This Profitable Action-Air System in Your Territory

Get the exclusive sales rights to this fast-selling Action Air System which solves air circulation problems in coolers. One easy demonstration convinces customers that Action Air prevents dead air spots, freezing zones, humidity difficulties and excessive frosting. It pays for itself by reducing shrinkage and spoilage, by saving operating expenses and electricity. Easy to sell, creates new customers and repeat business. Long list of satisfied users. Be the only dealer in your territory to sell these machines. Write today for money-making proposition.

THE BROWN CORP., 652 Bellevue Ave., Syracuse, N.Y.

#### Stops



Spoilage  
Shrinkage

Taste  
Transfer

Excessive  
Frosting

in Walk-In Coolers

### PUR-O ELECTRIC WATER COOLERS

Thoroughly reinforced all steel attractively finished cabinets.

Complete line of different Models and Capacities.

Write for details and sales prices.

**Puro Filter Corporation of America**  
440 Lafayette Street, New York City

Spring 7-1800

### DOORS THAT GLORIFY THE CABINET

**T**HE Ace Hard Rubber "Loxit" units (doors, rails, jams) are the last word in modern display refrigeration door equipment. They not only improve the appearance of your cabinets but the service obtained. Eight outstanding engineering features have won

the enthusiastic endorsement of manufacturers and dealers alike. For detailed information and prices write to: American Hard Rubber Co., 11 Mercer St., New York . . . 111 West Washington St., Chicago, Ill. . . Akron, Ohio.

### ACE "LOXIT" PATENTED DOORS

## Locker Storage

### Construction Data & Operating Methods Of Canadian Locker Plant Described

In last week's issue of AIR CONDITIONING & REFRIGERATION NEWS, the story of how John C. Vidt created and successfully promoted western Ontario's first real refrigerated locker plant was presented by Staff Reporter Alfred Jones.

This week, the construction of the building, installation of the refrigerating system, and mechanical operation of the Exeter locker plant are described.

By Alfred Jones

EXETER, Ont., Canada—To provide adequate refrigeration for a chill room and for a locker room containing 350 lockers in John C. Vidt's Exeter Refrigerated Locker Service here, a complete Kelvinator system composed entirely of equipment made in Canada was installed by Wright Piano Co., Ltd., Kelvinator distributor in Strathroy, Ont.

The Wright company knew exactly what refrigerating equipment to use, having drawn up the plans for the construction of the building.

The building was made of hollow structural tile, and was designed so that if Mr. Vidt decides to expand the locker plant capacity, an addition can be built onto the back.

A small cellar was made under the front section of the building, and in here are housed the condensing units and a heater.

William Wright of the Wright Piano Co., Ltd. had charge of construction and of the installation of the refrigerating system. The condensing units and forced convection cooling units were made at Kelvinator's Canadian factory in London.

The Wright company made a price proposal with warranty, recommended equipment, drew up a detailed bill of material, and prepared a blue print.

#### OUTSIDE DIMENSIONS

Outside dimensions of the building are: length, 52 feet; width, 20 feet; height, approximately 9 1/2 feet.

Office and processing room at the front is 17 1/2 feet long, processing department itself being 9 feet square, and the office being 8 1/2 feet long and 9 feet wide.

Basement below the front section is 18 1/2 feet long, 11 feet wide, and 7 feet high, with a separate door at the left side of the building opening onto stairs leading down.

Separated from the front section by a 7 1/2-inch wall is the chill room, where the meat is hung to cool and age sufficiently before being processed and frozen, and where, at present, Mr. Vidt provides cold storage facilities for dairy products and bottled beverages. Inside dimensions of this room are: length, 17 1/2 feet; width, 8 feet; height, 9 1/2 feet.

Office-processing room and chill room, of course, are laid out laterally across the building, while the locker room in the back is the long way of the building.

#### WALL THICKNESS

Wall or partition between the chill room and the locker room is 5 1/4 inches thick and, like that between the office and chill room, is insulated with 4-inch corkboard, applied in two 2-inch layers. Outside walls, ceiling, and floor of the building are insulated with 6-inch corkboard, applied in two 3-inch layers.

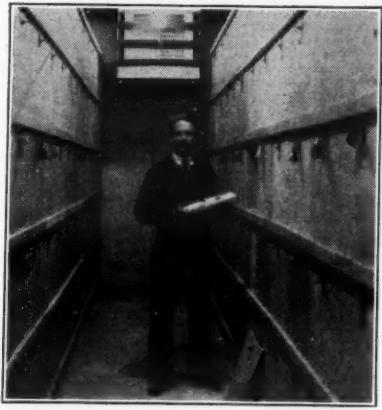
Locker room itself is 32 feet long, 17 1/2 feet wide, and 9 1/2 feet high, and is designed for a capacity of 354 lockers, each 20 inches wide, 30 inches deep, and 18 inches high, arranged in tiers five high.

Cooling units are located in diagonally opposite corners of the room, both units being mounted in the angle of the wall and ceiling and facing down an aisle. Temperature is maintained at about 10° F.

Aisles are 3 1/2 feet wide. In between the aisles is a double row of lockers, back-to-back, 17 lockers long. Along each outside wall is a row 19 lockers long.

Refrigerating equipment in the chill room includes a forced convection cooling unit with three-speed

#### Locker Room



View of locker room in Exeter, Ont. plant. One of the cooling units is shown on the wall at rear.

switch, heat exchanger, and expansion valve. Refrigerating effect is provided by a "WK 4100" water-cooled condensing unit in the basement. This unit has a refrigerant charge of 6 lbs. of methyl chloride, and is of the two-cylinder, vertical, reciprocating, single acting type.

Cooling unit itself is equipped with a 16-inch four-blade fan, has a core of aluminum fins wedge-locked on rifled copper tubing, has positive humidity control, and has 309 sq. ft. of surface. A temperature of about 35° F. is maintained in the chill room.

Both convection units in the locker room are of the same type as that in the chill room, and have similar controls and equipment.

Locker room coolers are connected to a 3-hp. water-cooled condensing unit in the basement. Like the chill room condensing unit, it is a two-cylinder, vertical, reciprocating, single-acting type, and has a charge of 10 lbs. of methyl chloride.

#### 'DEFROSTING NO PROBLEM'

"Defrosting the convection units is no problem," said Mr. Vidt. "Once a week we do the job, taking each unit in turn. We just shut off the gas, turn on the heater, and let the frost melt away and run down the drain into the sewer."

Mr. Vidt estimated the average monthly cost for power, water, and heat at \$30. Overall operating cost for the year, figuring in depreciation, regular expenses, and initial cost, probably will amount to about \$1,600.

Lockers are of hard maple with chicken wire sides and "Flexiboard" doors.

#### WALK-IN DOORS

Doors into the chill and locker rooms are regular walk-in refrigerator doors, insulated with 4 inches of cork and finished in matched ash.

Walls in the refrigerated rooms have a base or scratch coat of plaster 3/8 inches thick with a finished coat marked off in blocks 3 feet square.

Ceilings in the refrigerated rooms are finished with cork mastic.

Cold room floors are of 2-inch concrete, with float finish prepared to take cork base. Over the cork insulation, the finished floors are of 3-inch concrete.

Walls are laid up with structural tile 5 1/4 x 8 x 12 inches, having three air chambers and moisture resistance as required by government regulations for refrigeration use.

A louver-type ventilator, with an opening 16 1/2 x 19 inches, is installed in each of the front and rear walls between the ceiling joist and roof.

## CLASSIFIED ADVERTISING

RATES: Fifty words or less in 6-point light-face type only, one insertion, \$2.00, additional words four cents each. Three consecutive insertions \$5.00, additional words ten cents each.

PAYMENT in advance is required for advertising in this column.

REPLIES to advertisements with Box No. should be addressed to Air Conditioning & Refrigeration News, 5229 Cass Ave., Detroit, Mich.

#### POSITIONS AVAILABLE

REFRIGERATION ENGINEER. A progressive manufacturer of low pressure refrigerating equipment in the Middle West has an opening for a young man with college training and several years' experience in the design and application of commercial and air conditioning condensing units. The product is nationally known, the company is financially sound and the organization is small enough to allow rapid advancement to the man capable of carrying the load. Give complete details of your education, experience, personality and present connection in your letter of application. Outstanding applicants will be interviewed at the factory. Applications will be held in strict confidence and our own organization has been notified that this ad is appearing. Box 1141, Air Conditioning & Refrigeration News.

#### REPRESENTATIVES AVAILABLE

CANADIAN SALES Representative would appreciate hearing from American manufacturers who are desirous of entering the Canadian market with a line of refrigeration or allied lines that could be merchandised through established appliance dealers. Give complete details as to distributor setup or commission if a direct to dealer operation is preferable. Box 1147, Air Conditioning & Refrigeration News.

#### ENGINEERING SERVICE

REGISTERED CONSULTING Engineer with twenty years' experience designing and developing heating, refrigerating, and air-conditioning equipment and systems. Complete staff of experts and laboratory available for designing and developing products or laying out systems. Will furnish ideas, or work out yours. F. O. JORDAN (ASRE), 2150 Lawrence, Chicago.

#### FRANCHISES AVAILABLE

COMMERCIAL LINE refrigerator display cases, walk-in coolers, and refrigerators; also direct draw, mechanically-cooled beer coolers. Sell with Ehrlich compressors or with any other make. Attractive discounts, also financing arrangements to help sell. 70 years in business. Write for full information. EHRЛИCH REFRIGERATOR MFG. CO., St. Joseph, Mo.

#### BUSINESS OPPORTUNITIES

PARTNER WANTED: Established house-refrigerator rebuilding plant, New York City; 1938 volume over \$78,000.00; party should be able to invest at least \$5,000.00 and handle inside detail work. The reason for partner, business has grown too large for one man. Wonderful opportunity for the right party. Bank and business references exchanged. Box 1140, Air Conditioning & Refrigeration News.

WILL SELL entire, or lease wholly or in part, either machinery or building and machinery; now in production on line of commercial compressors and condensing units of 1/2 H.P. to 10 H.P. Six story concrete building, approximately 100,000 sq. ft. floor space, located in midwestern town of 35,000, good labor market. Power, heat and light available, convenient shipping facilities. Other interests require full attention of present owners. Box 1146, Air Conditioning & Refrigeration News.

#### EQUIPMENT FOR SALE

FOR SALE: Nineteen (19) Cool-Aire self-contained air conditioning units; one half (1/2) horsepower, three quarters (3/4) horsepower, one horsepower. Chieftain compressors and Wagner motors. All new in original box from factory. Will sacrifice to right party. Going into another business. L. A. NALTY, Box 234, Baton Rouge, La.

DEALERS AND SERVICEMEN—Offering Kelvinators, General Electrics, Westinghouse, Frigidaire, as is, as low as \$3.00 each, guaranteed fully equipped. Frigidaire compressor units, all sizes, guaranteed in perfect condition. We have brand new boxes, all makes, at below dealers' prices. Write for prices. LANDOR WAREHOUSE, INC., 53 East 10th Street, New York City.

#### REPAIR SERVICE

DOMESTIC CONTROLS repaired: Ranco pencil \$1.75, Ranco box \$2.00, General Electric \$2.00, Tag \$2.00, Cutler-Hammer \$2.00, Penn \$2.00, Bishop Babcock, \$2.50, Majestic \$2.50, Penn magnetic \$2.50, G. E. Frigidaire \$2.50. In business over 20 years. Our name is our guarantee.

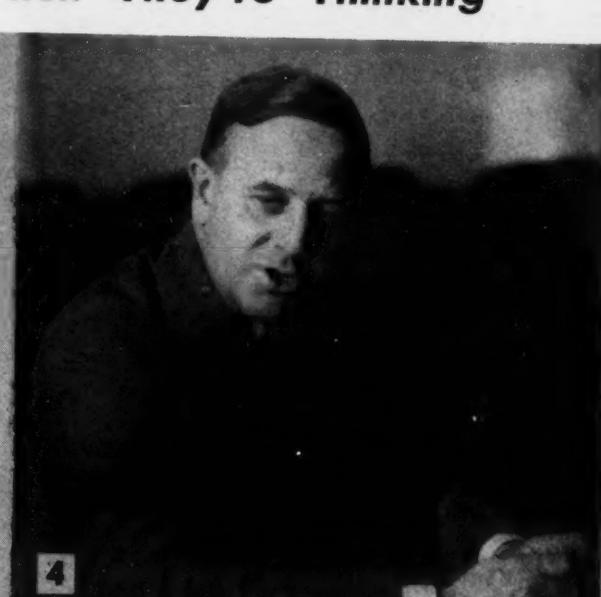
UNITED SPEEDOMETER REPAIR CO., INC., 342 West 70th Street, New York City.

CONTROL REPAIR service. Your controls repaired by expert mechanics, with special precision equipment. Supervised by graduate engineers. We stress perfection and dependability before price. One year guarantee on domestic controls. Any bellows operated device repaired. HAILECTRIC LABORATORY, 1793 Lakeview Road, Cleveland, Ohio.

#### PATENTS

HAVE YOUR patent work done by a specialist. I have had more than 25 years' experience in refrigeration engineering. Prompt searches and reports. Reasonable fees. H. R. VAN DEVENTER (ASRE). Patent Attorney, 342 Madison Avenue, New York City.

## Here's How Some Men You've Been Reading About Look When They're Thinking



A potpourri of personalities among our public servants is pictured hereon very candidly indeed through the medium of the editor's camera. All photographs were taken during interviews in Washington. (1) Attorney General Frank Murphy declares that "Henry Ford's right of free speech must be protected as well as that of the union organizer." (2) The attorney general ponders over a poser.

(3) Senator Prentiss M. Brown of Michigan, member of the Senate

Finance Committee, doubts that anything can be done about "nuisance taxes" (including the luxury tax on household refrigerators) at this session of Congress. (4) Senator Brown reveals that he sponsored a bill, now a law, to spread the payment of estate taxes over a 10-year period. "Why haven't any of the papers published this?" he asks.

(5) Leon Henderson, former secretary of the Temporary National Economic Committee, and successor to

William O. Douglas as member of the Securities Exchange Commission, admits that tax revision might promote recovery through bringing "venture capital" out of hiding.

(6) What goes on here, unfortunately, has too much to do with whether business is good or bad. (7) Bruce Barton, congressman from New York, president of a famous advertising agency, "white hope" of business men and "dark horse" for the Presidency. The next administra-

tion, he predicts, will be very unpopular, because it will have to "clean up the mess the present Administration has made."

(8) Sir Owen Chalkley of the British Embassy, in charge of commercial relations between the United States and Great Britain. Immediately behind him is McGraw-Hill's Paul Wootton. (9) Joseph Ruhs, assistant administrator of the Wage-Hour Law, is one New Dealer with a sense of humor. He needs it in that job he has.

(10) A. B. Custer and Commander M. E. Ring of the Navy Bureau of Supplies & Accounts are placing millions of dollars worth of contracts with private business. (11) Col. Harry K. Rutherford, in charge of industrial mobilization for the War Department, says that "business is cooperating in exemplary fashion" with the Army's rearmament program.

(12, 13, 14, and 15) Chairman May of the House Military Affairs Committee does some off-the-record talking.

